

# 1957 COMPETITION • SHOPPING CENTER STORES

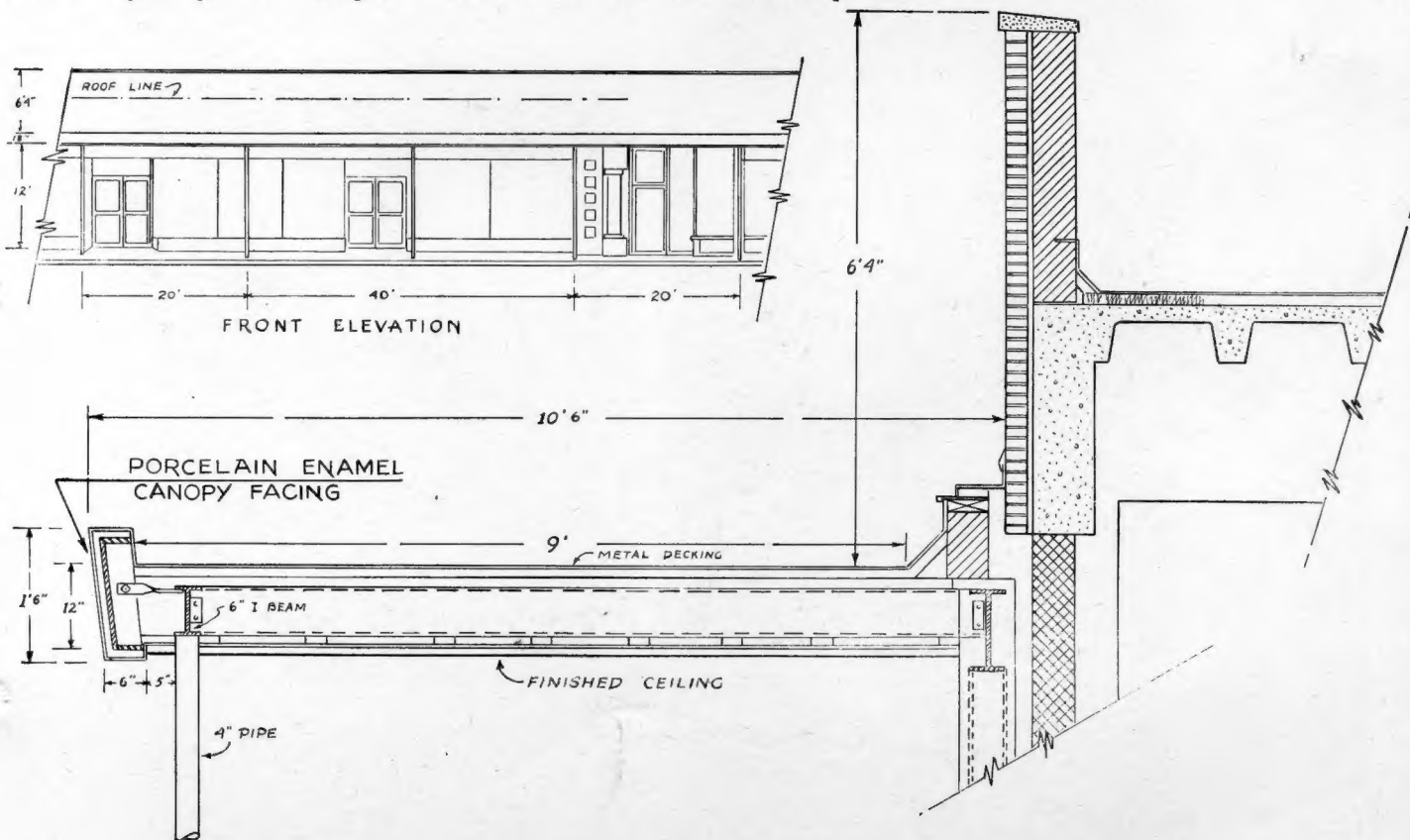


This group of three stores is in the center of one wing of a typical medium-sized shopping center located in the suburban area of a Central Southern city of 300,000 population. This particular wing faces the parking area of the shopping center, which is situated on a main four-lane highway with heavy local and through auto traffic.

There are 30 units in the center, each representing a different kind of business, ranging from a department store to a small service business. The canopy, which extends the entire length of the building above the show windows, is faced with light green porcelain enamel and the building wall above and behind the canopy is faced with variegated shades of red brick. As shown in the drawing, the canopy has a 6-inch I-beam at the front set on 4-inch steel poles spaced 20 feet apart. Four-inch channel iron on

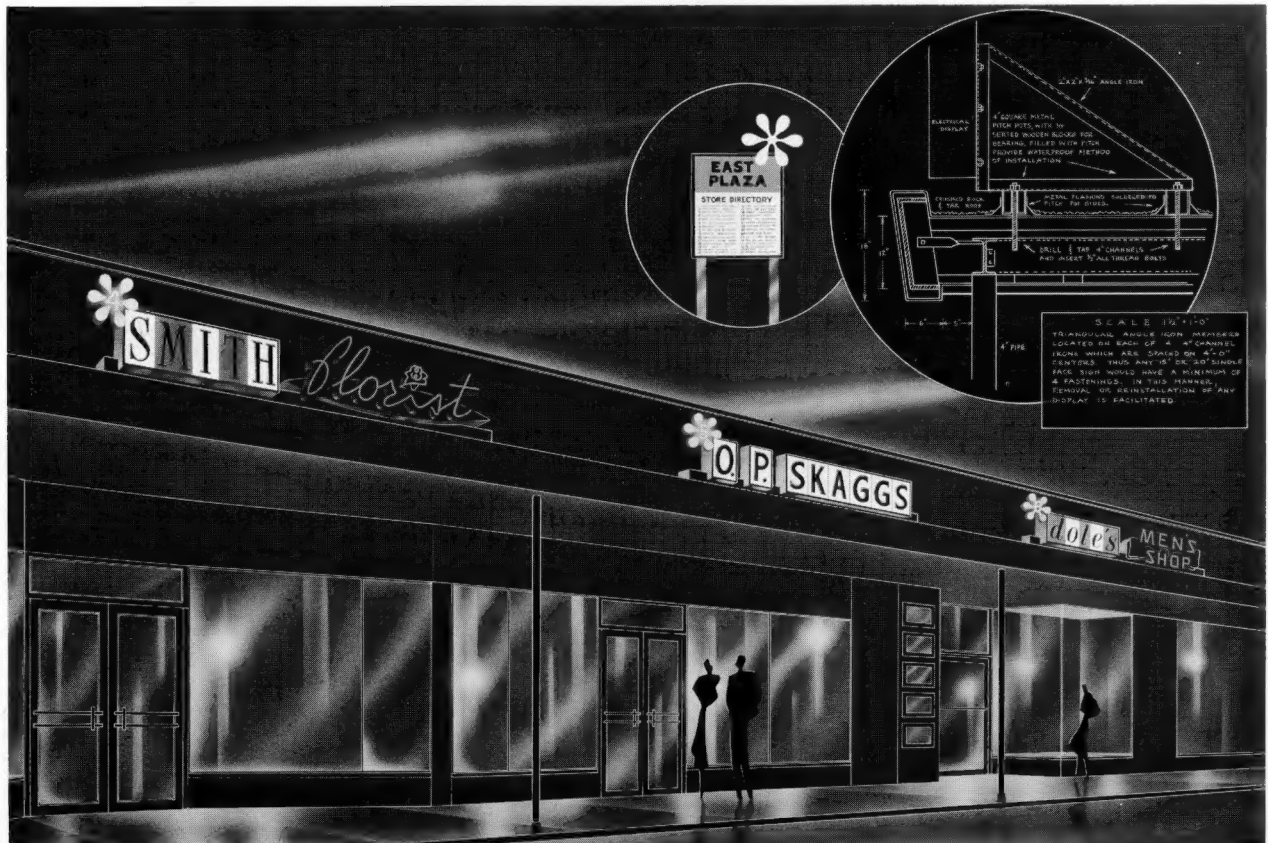
4-foot centers extend from the front I-beam to the 12-inch I-beam set in the building wall. The canopy roof is built up of 1" x 6" sheathing, insulation and metal covered with tar and crushed stone.

Signs are to be installed on the canopy, at the front directly behind the facing. Each store is permitted a design of its own selection, except that the length may not exceed three-fourths the width of the store front. The stores shown are occupied by a florist (left) chain store (center) and men's store (right). The chain store may be a national, regional or local organization, but the sign must be the same type as actually used by the particular chain selected by the contestants. Any names of five letters or more, selected by the contestant may be used for the florist and men's shop.



## First Prize

WILLIAM W. PONDER  
NEBRASKA NEON SIGN CO.,  
LINCOLN, NEBRASKA



Single face displays, each mounted on top of store canopy just behind face. Floral Shop display 15' long, 3' 9" high. SMITH, 24" flat cutout  $\frac{1}{8}$ " black plastic letters cemented to panels of white and yellow  $\frac{3}{16}$ " plastic, illuminated by grids of white and yellow tubing.

FLORIST, 42" to 15" raised block metal letters mounted on metal sign cabinet, illuminated with single tangerine gold tubing. ASTERISK (\*) metal cutout faced with  $\frac{1}{8}$ " white plastic, indirectly illuminated with white tubing. Raised block metal letter superimposed on asterisk illuminated with single turquoise tubing. Identical asterisks on all displays provides continuity of design and aids in identifying shops with corresponding number on store directory located near entrance.

O. P. SKAGGS, 2' 8" x 20', of plastic faced metal panels 8" deep, mounted on raceway. The 24" flat cutout black  $\frac{1}{8}$ " plastic letters are cemented to face panels of  $\frac{3}{16}$ " white plastic, indirectly illuminated with grids of white tubing.

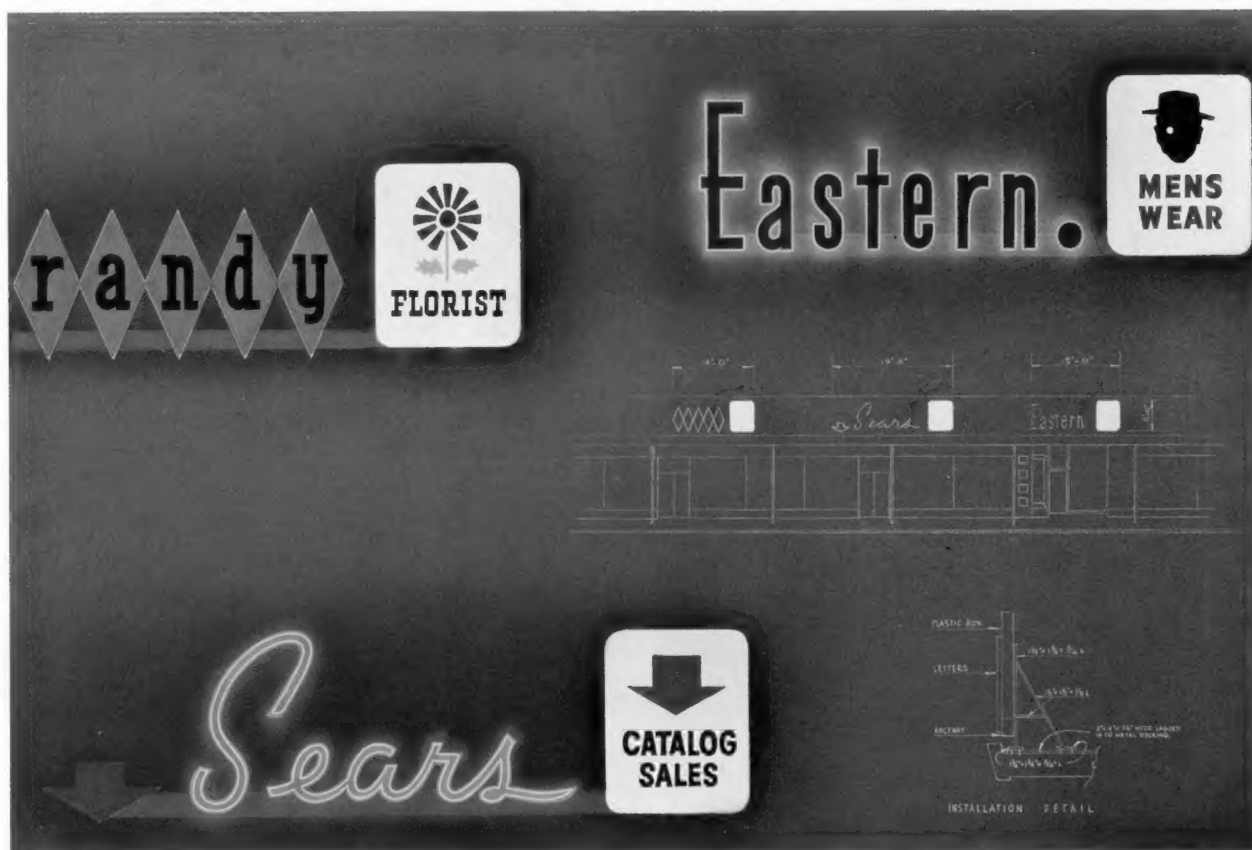
DOLE'S, metal sign cabinet 15' long,  $3\frac{1}{2}$ ' high. DOLE'S, 24" flat cutout  $\frac{1}{8}$ " black plastic letters

cemented to  $\frac{3}{16}$ " flat yellow and white plastic panels, indirectly illuminated with grids of yellow and white tubing. MEN'S SHOP in partial raised block letters extends above metal painted background representing man's bow tie. Letters 16" high, single tangerine gold tubing.

All three displays of sheet metal and plastic construction equipped with angle iron stringers on back for easy installation to triangular sign supports attached to canopy roof. Method of installation consists of triangular angle iron braces mounted to roof of canopy; braces mounted to roof by drilling and tapping the 4" steel channel of the canopy;  $\frac{1}{2}$ " all-thread bolt holds angle iron to channel and complete installation is water-proofed by use of 4" square metal pitch pots enclosing  $\frac{1}{2}$ " bolts, which prevents accumulation of moisture between braces and roof, thus eliminating deterioration of roof under braces. In case of display removal, braces may remain or be removed, leaving pitch pots and hold-down bolts intact.

## Second Prize

RAY L. HERNESS  
LEDBETTER SIGN CO.,  
SACRAMENTO, CALIF.



**RANDY FLORIST**, diamond shape orange plastic, 4' high, 22" wide, illuminated with sunset gold tubing. "RANDY" black plastic, 18" to 24" high. Plastic oblong box 5' high, 4' wide, illuminated with 48T12 slimline horizontal tubes 3" back from plastic face with FLORIST in cutout black plastic 5" letters. Flower is red and green plastic applied to background. Metal fillers porcelain enameled.  
**SEARS**, porcelain enamel channel letters 5' to 20"

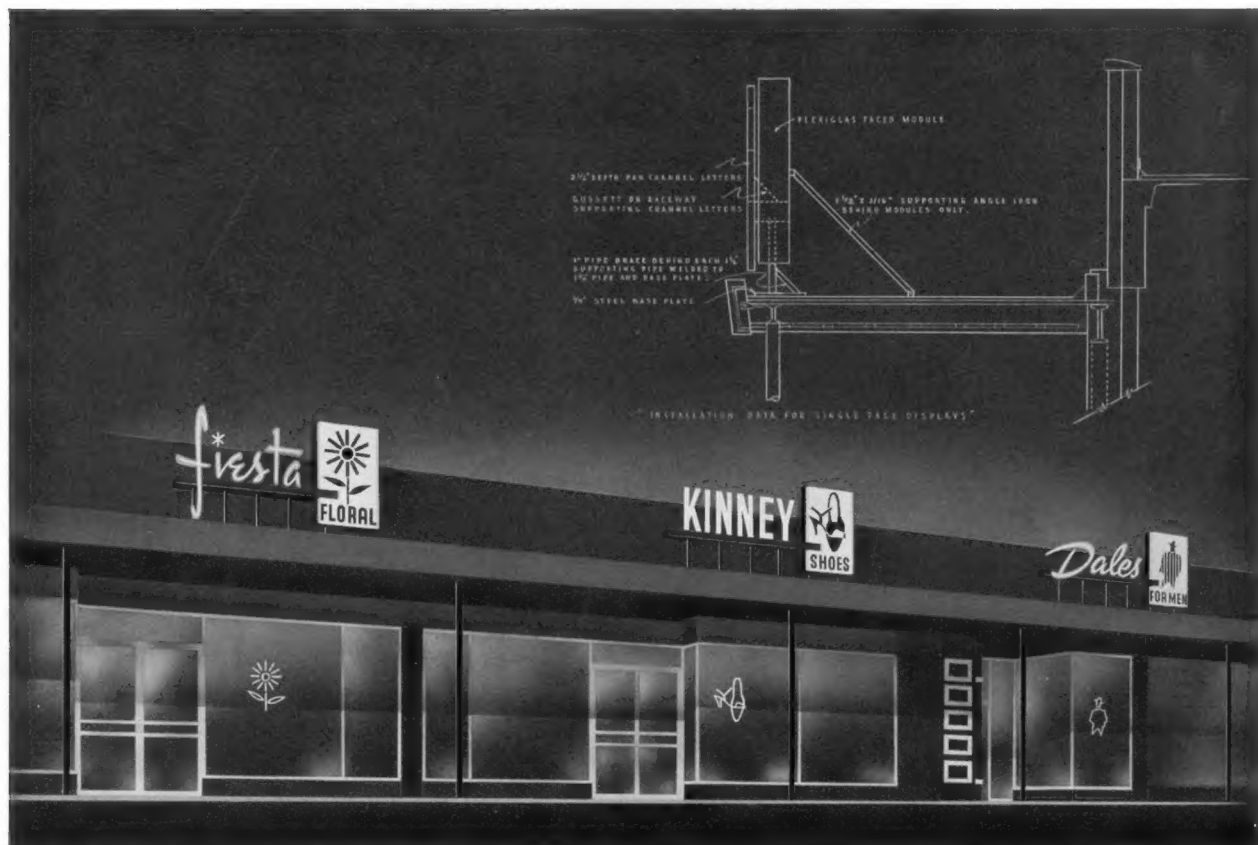
high, outlined by two tubes 60 ma fluorescent green. **ARROW** has red plastic face with interior red neon illumination. Oblong plastic box same as "Florist" box with CATALOG SALES in 8" black plastic letters.

**EASTERN**, reverse channel porcelain enamel letters, 4' to 2' high, outlined on sides and edge-lighted with rose tubing. Plastic box same as "Florist" and "Catalog Sales," with black plastic head and "Men's Wear" in 9" red plastic letters.



## Third Prize

FREDERICK HARDY  
ELECTRICAL PRODUCTS CONSOLIDATED,  
BILLINGS, MONT.



**FIESTA FLORAL**, single faced display  $5\frac{1}{3}' \times 11'$ . **FIESTA** of rose enamel (to provide same color both day and night) in pan type  $2\frac{1}{2}"$  channel letters from  $5' 4"$  to  $18"$  high, lighted by 30 ma single rose tubing. The  $5' \times 3'$  module internally illuminated with five pairs of  $3'$  T12 lamps and faced with flat rose plastic which presents simple illustration of advertised product. Illustration and  $8"$  letters in **FLORAL** are flat black plastic. Raceways, backs, pipes, etc., finished with black enamel. Floral design in window is of skeleton 30 ma rose tubing.

**KINNEY SHOES**,  $5'$  high,  $12'$  long overall. **KINNEY** of light blue enamel (to provide same color both day and night) in pan type  $2\frac{1}{2}"$  channel letters  $30"$  high, lighted with double 30 ma turquoise tubing. The  $5' \times 3'$  module, light blue flat plastic face illuminated with 5 pairs of  $3'$  T12 lamps. Illustration and  $8"$  letters of **SHOES** cut

from flat black plastic. Raceways, backs, pipes, etc. finished with black enamel. **SHOE** design in window is of skeleton 30 ma turquoise tubing.

**DALES**  $5' \times 11'$  overall, of canary enamel (to provide same color both day and night) in pan type  $2\frac{1}{2}"$  channel letters from  $2' 6"$  to  $16"$ , illuminated by single 30 ma canary yellow tubing. The  $5' \times 3'$  module faced with flat canary yellow plastic internally illuminated with five pairs of  $3'$  T12 lamps. Illustration and  $8"$  letters **FOR MEN** of flat black plastic. Raceways, backs, pipes, etc., finished with black enamel. Window illustration in skeleton 30 ma canary yellow tubing.

All displays of architectural similarity but provide opportunity for individual treatment. In event of change of tenants, quick and economical replacement of name and trademark can be effected. Repetition of designs in windows brings trademarks to eye level.

## Fourth Prize

ROLAND P. ALEXANDER

BALTON & SONS,  
MEMPHIS, TENN.



Florist sign 5'x13½' overall. FLOWERS, 18" channel letters, porcelain enamel faces, 6" stainless steel returns, outlined with green tubing. BY LYNNE, 6" fused porcelain enamel letters centered with rose tubing, double tube white border on raceway with porcelain enamel faces and stainless steel returns. Plastic section 4'x5½' with flowers painted on clear plastic mounted on corrugated plastic background and interior illuminated with white tubing on 4" centers. Wiring and transformers contained within raceway and box section, with 6" stainless steel filler. GOLDSMITH'S, 5'x28' 8"; trademark GOLD-SMITH'S, 5' to 18" porcelain enamel with 6"

stainless steel returns outlined with rose tubing. DEPARTMENT STORE, in 12" porcelain enamel channel letters, 6" stainless steel returns centered with single green tubing. Raceway with porcelain enamel face with stainless steel returns. RUDY'S, of 20" fused letters outlined in gold tubing on porcelain enamel faced box with stainless steel edges outlined with single blue tubing. MEN'S SHOP, 12" raised red plastic letters mounted on corrugated white plastic illuminated with white tubing on 4" centers, filler of single face box in stainless steel. Porcelain enamel faced raceway has stainless steel returns.

## Honorable Mention

E. A. BLANEY

ELECTRICAL PRODUCTS CORP.,  
SAN BERNARDINO, CALIF.



**VICTORS**, single face horizontal, 15'x4' 9", of painted sheet metal with plastic faces. **VICTORS**, 40" to 18" pan channel letters, 60 ma single rose tubing. Painted pictorial on plastic face indirectly illuminated with grid of 60 ma 4500° white tubing 5" off center.

**THOM McAN**, single face horizontal, 30'x4' 9" overall. **THOM McAN** in 48" to 20" raised block letters edge-lighted with 60 ma white tubing mounted on corrugated metal background. **SHOES**

**FOR MEN**, 8" cutout plastic letters applied on plastic background indirectly illuminated by grid of white 60 ma, 4500° tubing, 5" off center.

**LYLES**, single face horizontal, 15'x4' 9". **LYLES**, 45" to 18" pan channel painted letters, single 60 ma turquoise tubing. Crest of cutout plastic applied to plastic background. "Since 1916," 4" letters; "For Men," 3" to 6" letters painted on plastic face indirectly illuminated by grid 60 ma, 4500° white tubing, 5" off center.

## Honorable Mention

JACK DUDLEY

ELECTRICAL PRODUCTS CORPORATION,  
SANTA ANA, CALIF.



A series of white, amber and red flood lamps mounted on 5' centers at firewall give colorful background pattern to tie building together with individual variations in design.

A 4' channel framework with ornamental welded flat bar provides attractive, modern sign structure for each store. The framework and supporting pipes and braces are bolted to "I" beams in canopy. They may be provided by the sign company or building owner for future sign uses or sign changes. Plastic faced signs of uniform 4' 6"

height allow for individuality in design; they vary in length, according to space allotted to each store. Plastic faced channel letters are mounted to the ornamental frame with necessary transformers installed in the sign cabinet above.

Cutout plastic letters and shapes are mounted on plastic faced sign cabinets interior illuminated by vertical T-12 slimline lamps. Channel letters are illuminated with 4500° white tubing. Various colors of plastic letters and shapes are used to obtain a pleasing color combination.

## Honorable Mention

ALFRED J. ECKMANN

760 SOUTH 7TH WEST,  
SALT LAKE CITY, UTAH



Florist sign mounted on 12"x8" raceway, 15' long. Sign box 6'x2' extending 24" above raceway is outlined with single comet blue tubing. HILTON in 24" to 10" painted letters illuminated by single white tubing. Flower shapes in skeleton single tangerine tubing. FLORAL, 36" channel letters extending 24" above raceway, illuminated by single comet blue tubing.

Drug sign mounted on 12"x8" raceway, 23' long. Trademark SKAGGS 24" to 12" channel letters mounted on raceway illuminated by double white tubing. DRUG CENTER, 12" channel letters mounted on raceway, illuminated by single comet blue tubing.

Men's Shop sign mounted on 12"x8" raceway, 15' long. COLLINS, 24" to 12" channel letters

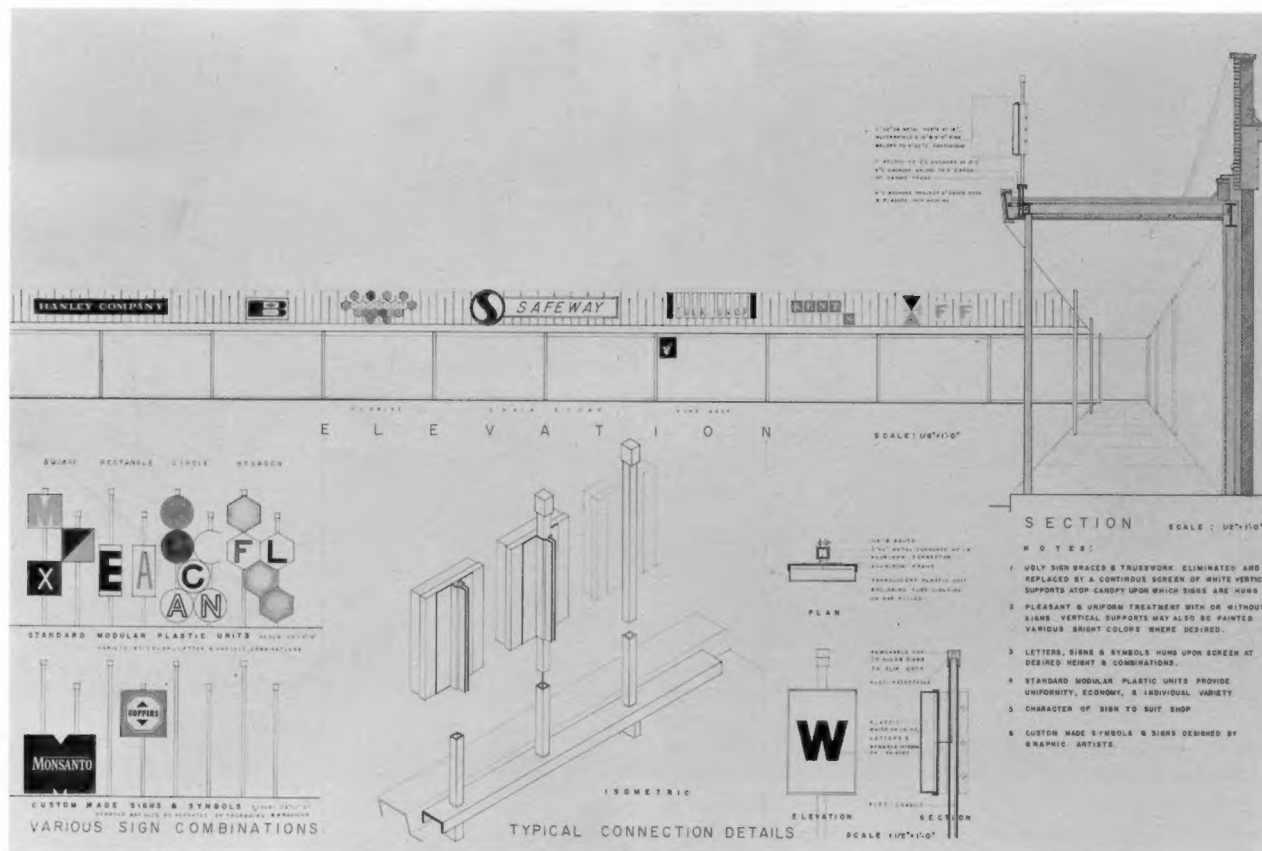
mounted on raceway, illuminated by single comet blue tubing. Shield-shaped trademark extending 24" above raceway outlined in single white tubing with tangerine bow tie. FOR MEN, 6" painted letters on front of raceway, illuminated by single white tubing.

The raceway, which houses the transformer, serves as a basic unit for all signs to permit easy removal of displays in case of change of tenant. It is mounted with bolts to standard mounting brackets 4' apart which are bolted in front to 6" "I" beam using spacers on 2" centers, 9" above the canopy. Spacers are sealed by a tar pan. The brackets extending to the rear are bolted to the 4" channel irons which extend from the front "I" beam to the building wall on 4' centers.



## Honorable Mention

ARTHUR J. MUDRY  
ASSISTANT PROFESSOR,  
SCHOOL OF ARCHITECTURE,  
UNIVERSITY OF MANITOBA,  
WINNIPEG, MANITOBA, CANADA



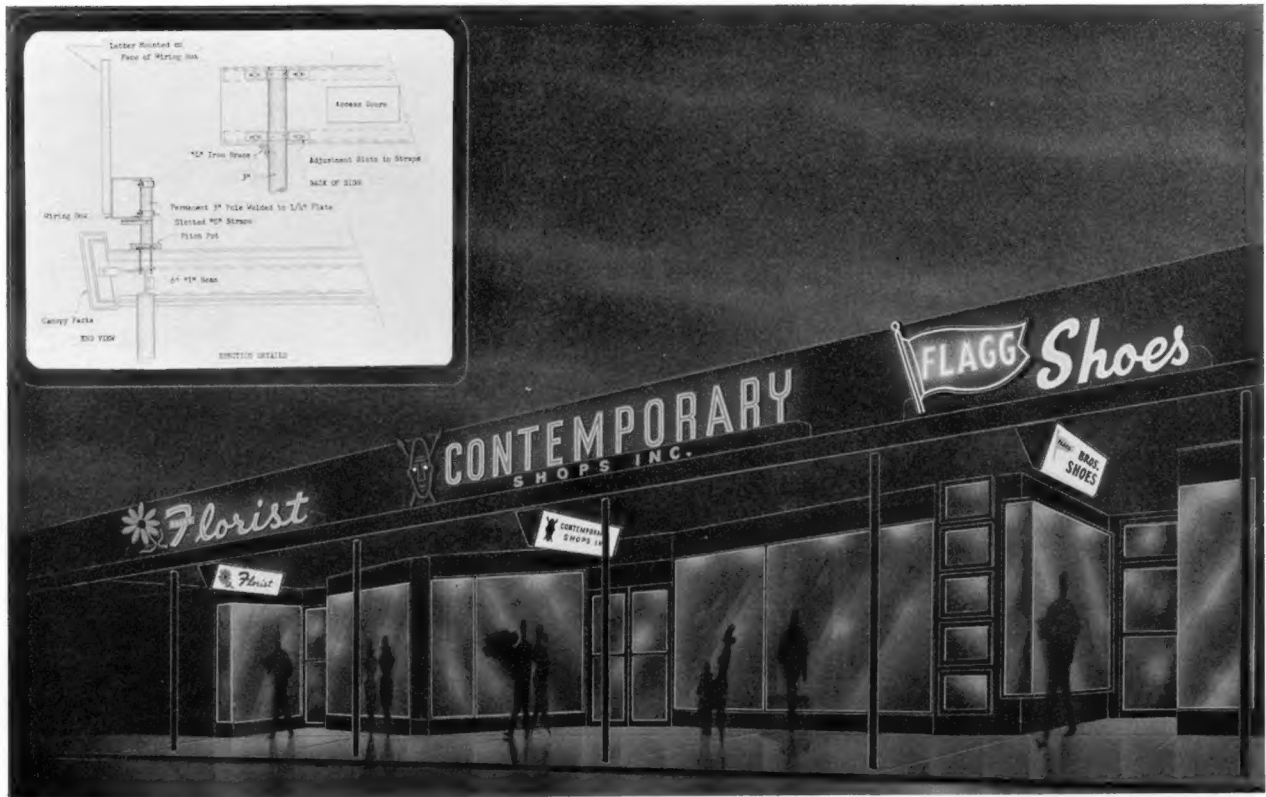
Sign braces and trusswork are eliminated and replaced by a continuous screen of white vertical supports atop canopy upon which signs are hung. Vertical supports may also be painted various bright colors where desired. Letters, signs and

symbols hung upon screen at desired height and combinations. Standard modular plastic units provide uniformity, economy and individual variety with character of sign designed to suit each particular store.

## Honorable Mention

PAUL N. WHITE

FEDERAL SIGN & SIGNAL CORP.,  
CHICAGO, ILLINOIS



**FLORIST**, 15'x4' overall. Flower, 42" yellow plastic petals, brown center, mounted on retainer with stainless steel flanges and drums. **FLORIST**, 40" to 18" channel trough letters, double and single #21 green tubing. Daisy, 4" letters with #21 green tubing mounted on cross-over stroke in letter "F." Letters on front of wiring box one color porcelain enamel to match building. **CONTEMPORARY SHOPS INC.**, 30'x48" overall. Mask and crossed spears, porcelain enamel mounted on face of wiring box, outlined in red tubing with S-11 lamps for eyes. **CONTEMPORARY**, 36" channel trough letters mounted on wiring box, illuminated by double bright gold tubing. **SHOPS, INC.**, 8" letters cut out of wiring box face, backed inside with 1/8" yellow plastic, interior illuminated by two slimline lamps.

**FLAGG SHOES**, 15'x50" overall. **FLAGG**, 24" stencil white letters, single white tubing on two color porcelain enamel background outlined with single blue tubing. **SHOES**, 36" to 18" channel trough script, double rose tubing.

Customer identification signs under canopy made of single piece of "V" formed plastic mounted in aluminum triangular shape drums and attached to aluminum pan forming top and base of signs. Sockets, lamps and ballasts mounted on this base for easy maintenance. Names of stores painted on both faces of interior of signs and illuminated with single slimline lamp. Complete description of method of installation is available upon request.

## Honorable Mention

**SIDNEY RUBIN**

McBRIDE SIGN CO.,  
PITTSBURGH, PA.



Signs consist of individual block metal letters with neon illustration. Plastic faced panels with painted pictorials and copy, interior slimline illumination. Letters and panels supported by metal curb boxes.

Florist Shop, overall size 6'x15'. DeCOR, 42" double green tubing. Panel 66"x36", white slimline interior illumination.

Chain Store, overall size 6'x30'. THRIFT DRUGS, 42" double yellow gold tubing. Panel 66"x36", white slimline interior illumination.

Men's Shop, overall size 6'x15'. HiStyle, 42" to 27" red double tubing. Panel 66"x36", white slimline interior illumination.



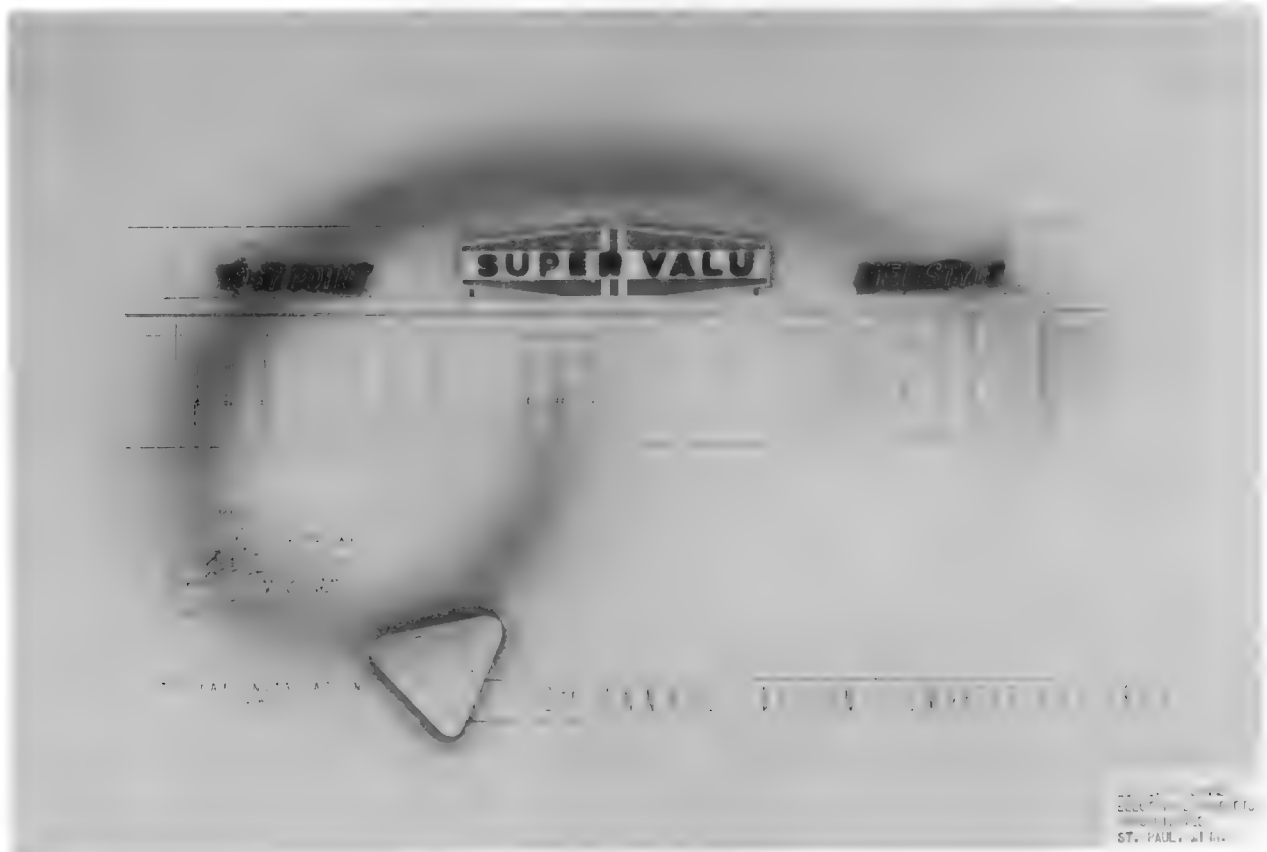
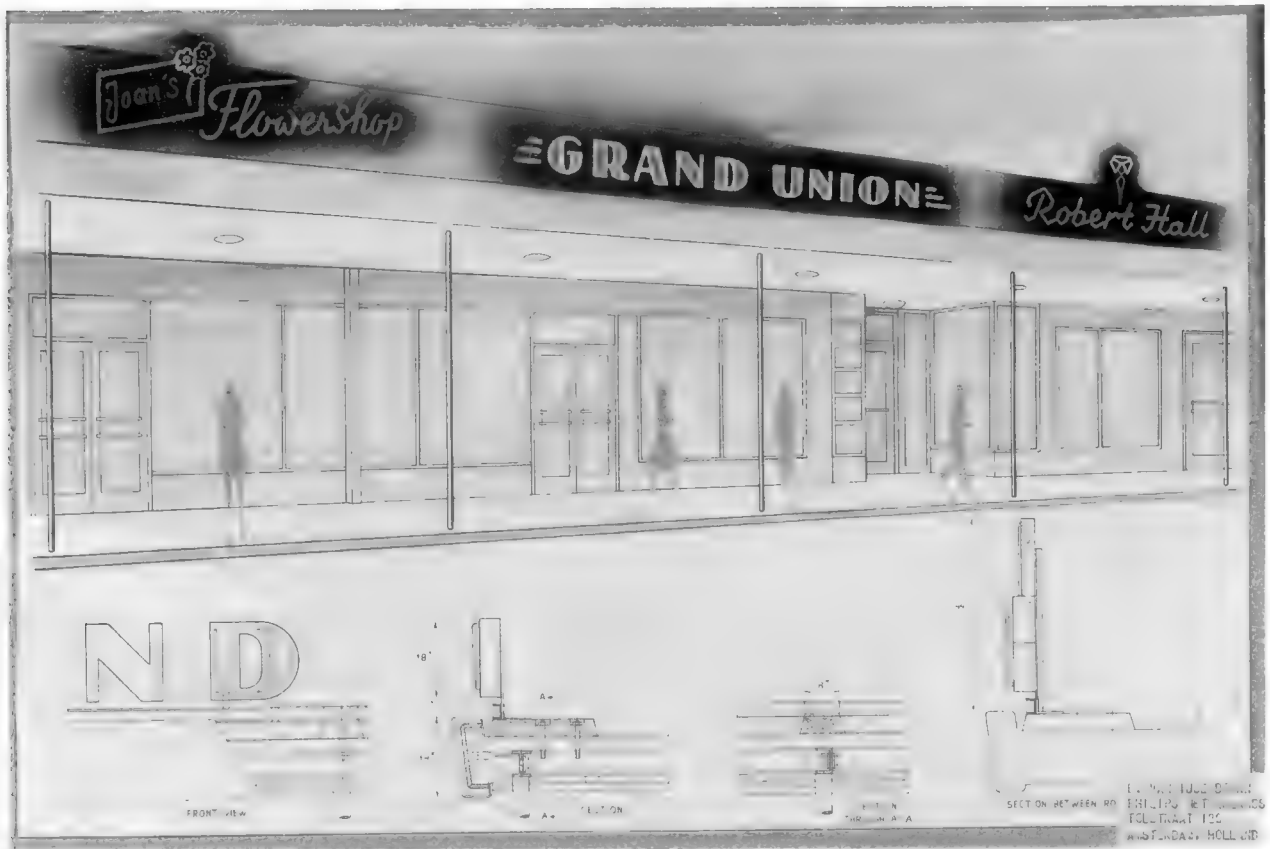


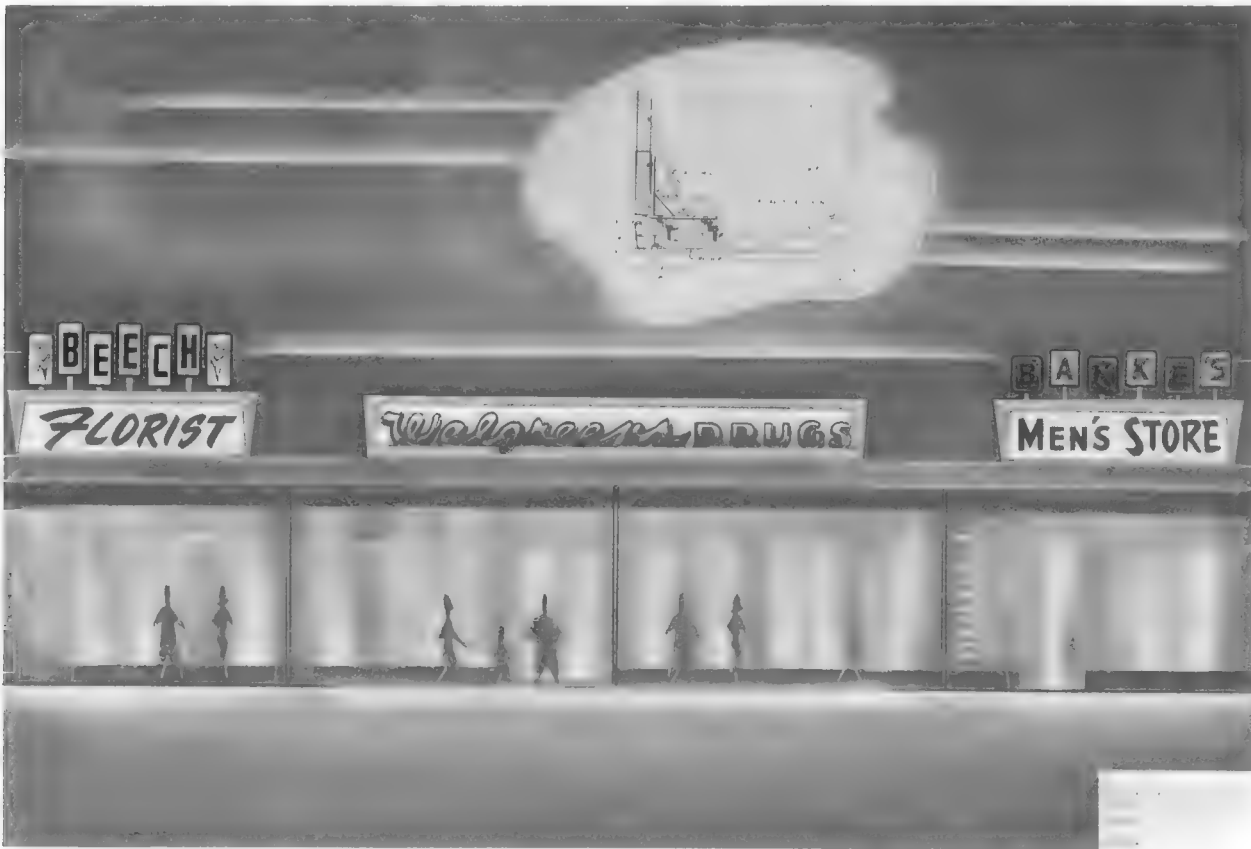


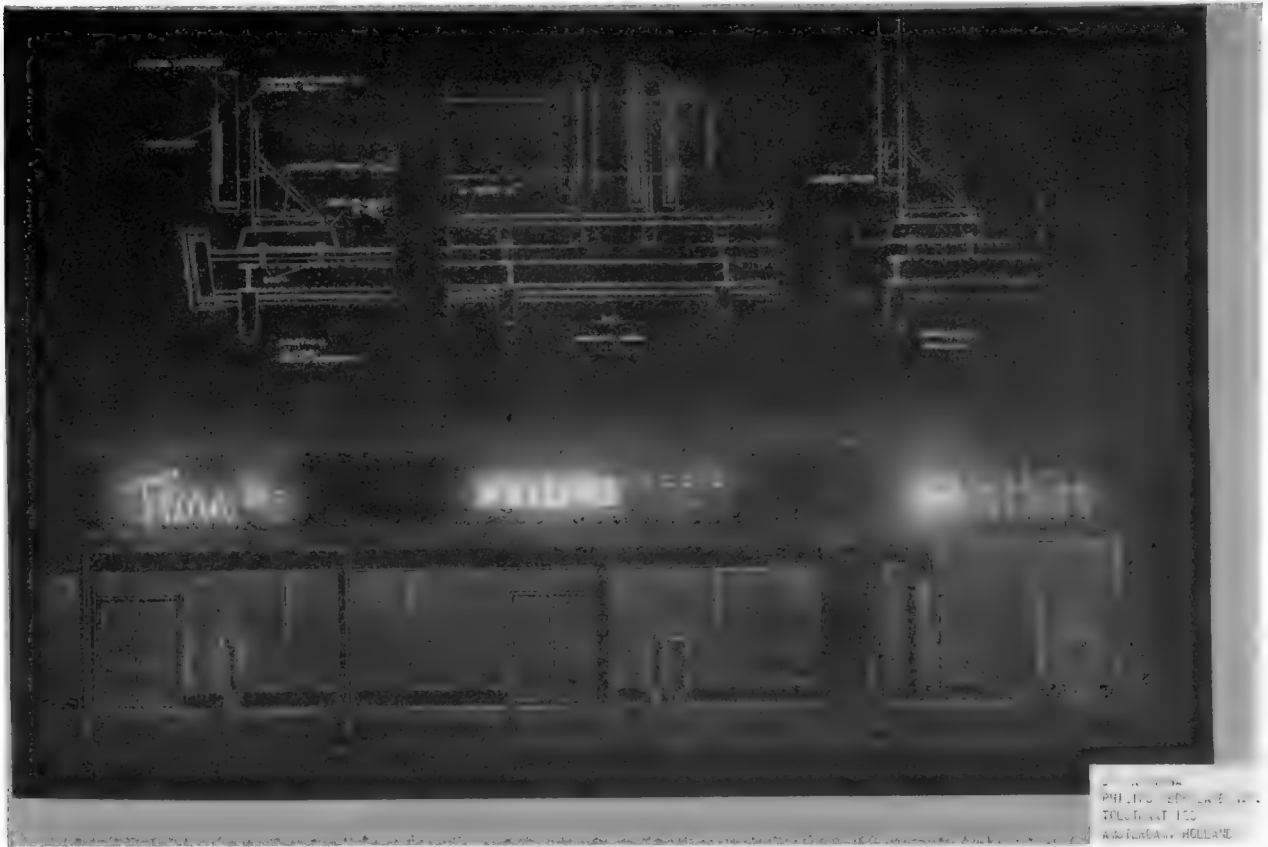
NEA ELECTRIC SIGN CO. INC.  
707 N. W. 10th St.  
CHICAGO, ILL.  
CHIC



CHARLES L. MARC  
QUALITY ADVERTISING  
LANSING  
MICHIGAN







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TOLUANT 100  
AMSTERDAM, HOLLAND

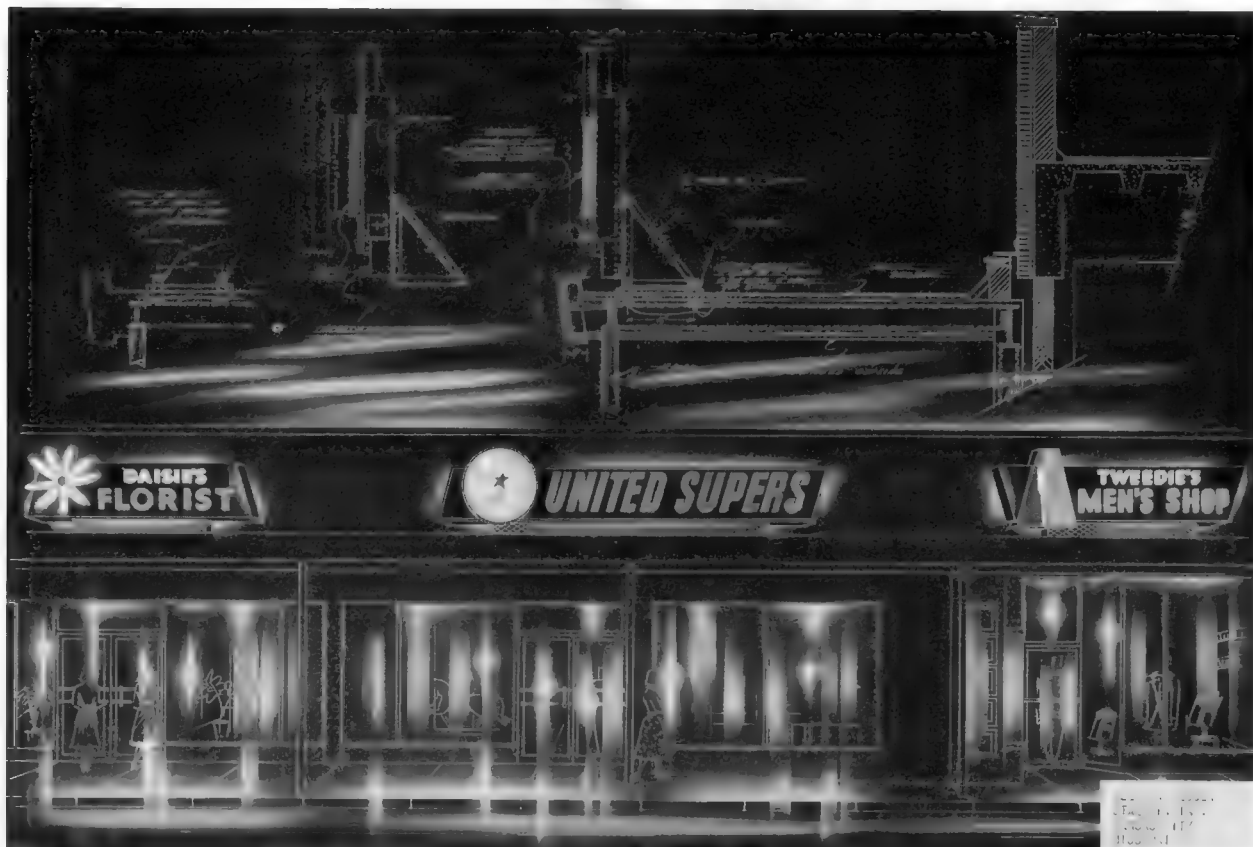


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AMSTERDAM, HOLLAND







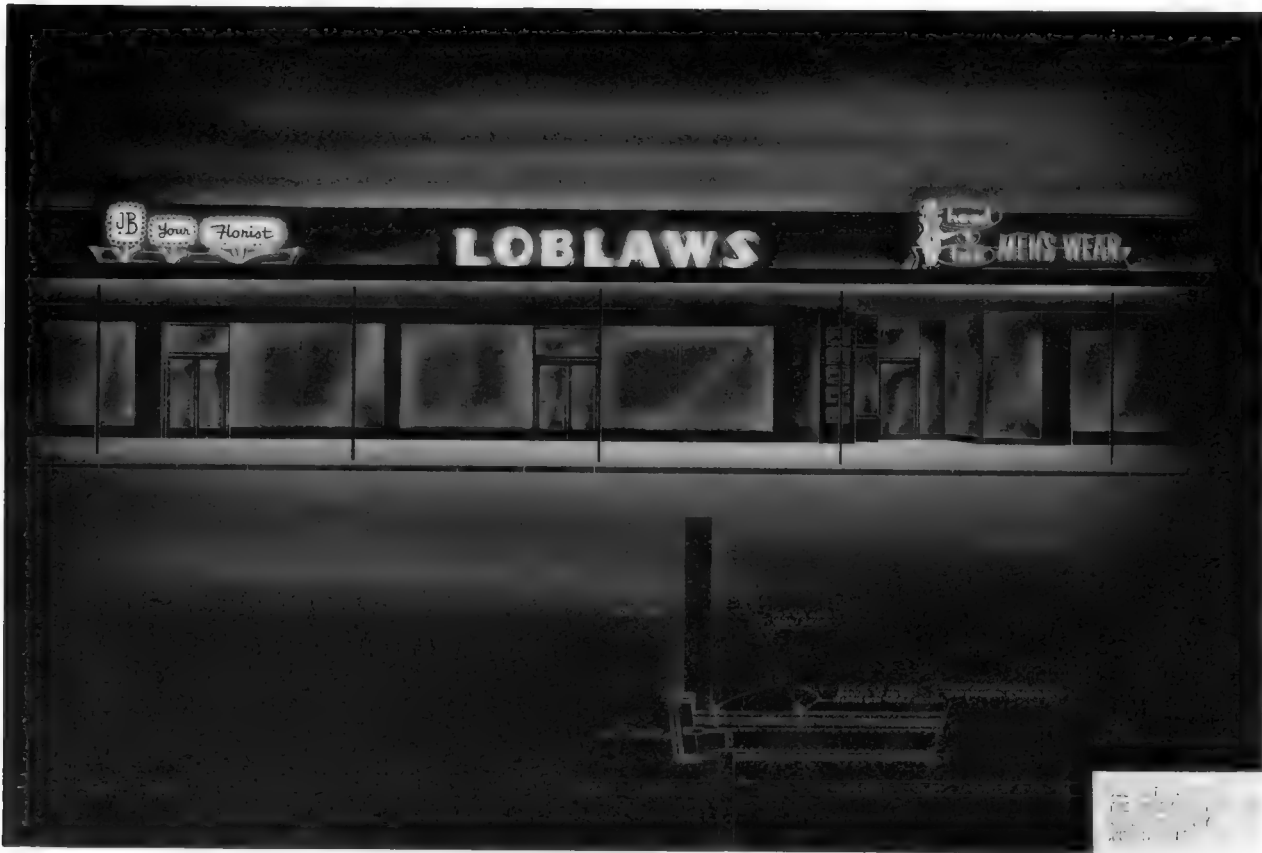


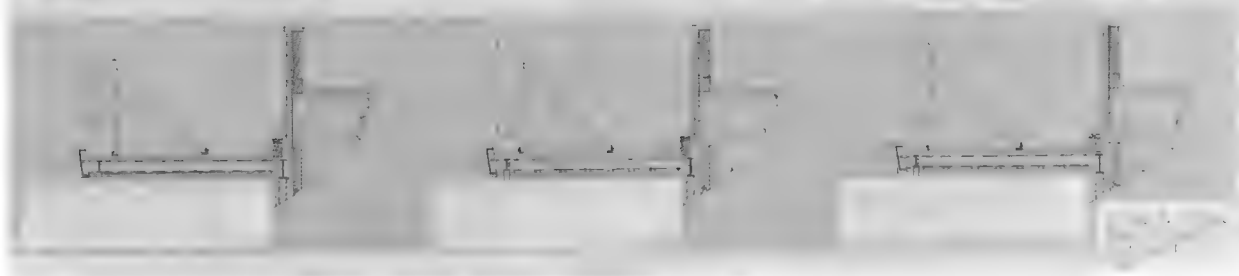
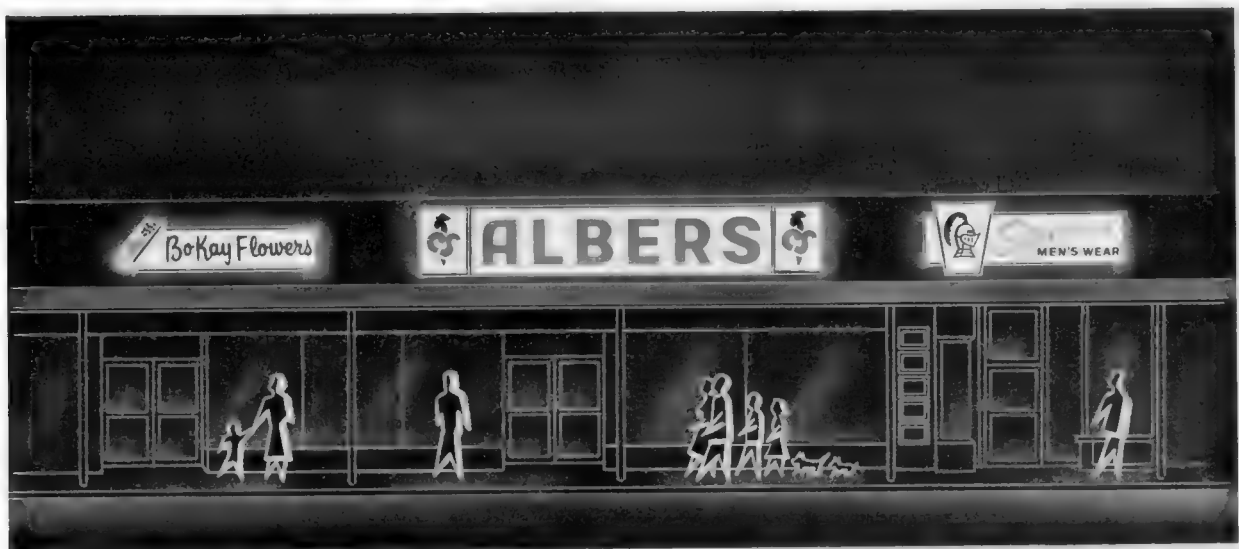




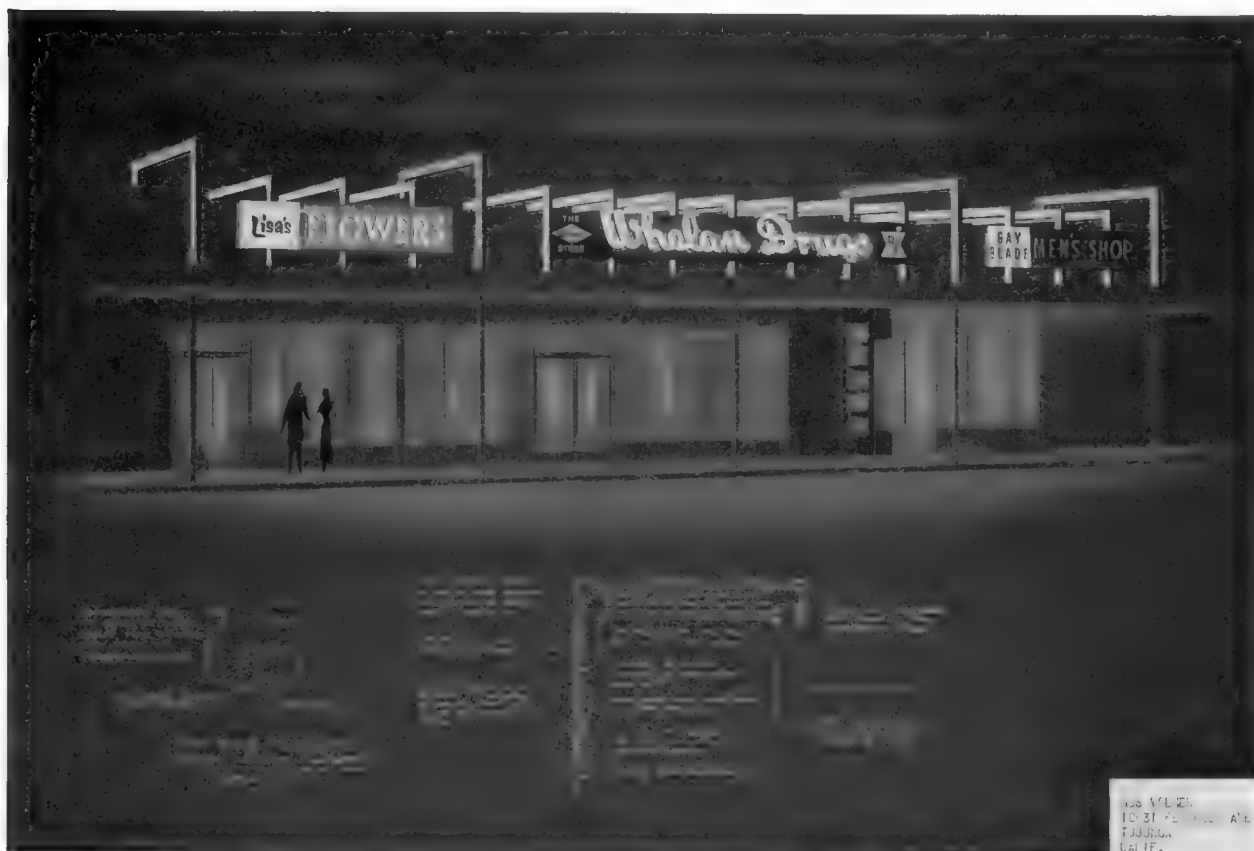












125 W. 2nd St.  
 1031 1st St. N.E.  
 TULSA  
 CALIF.



SEORING BROS.  
 1031 1st St. N.E.  
 TULSA  
 CALIF.







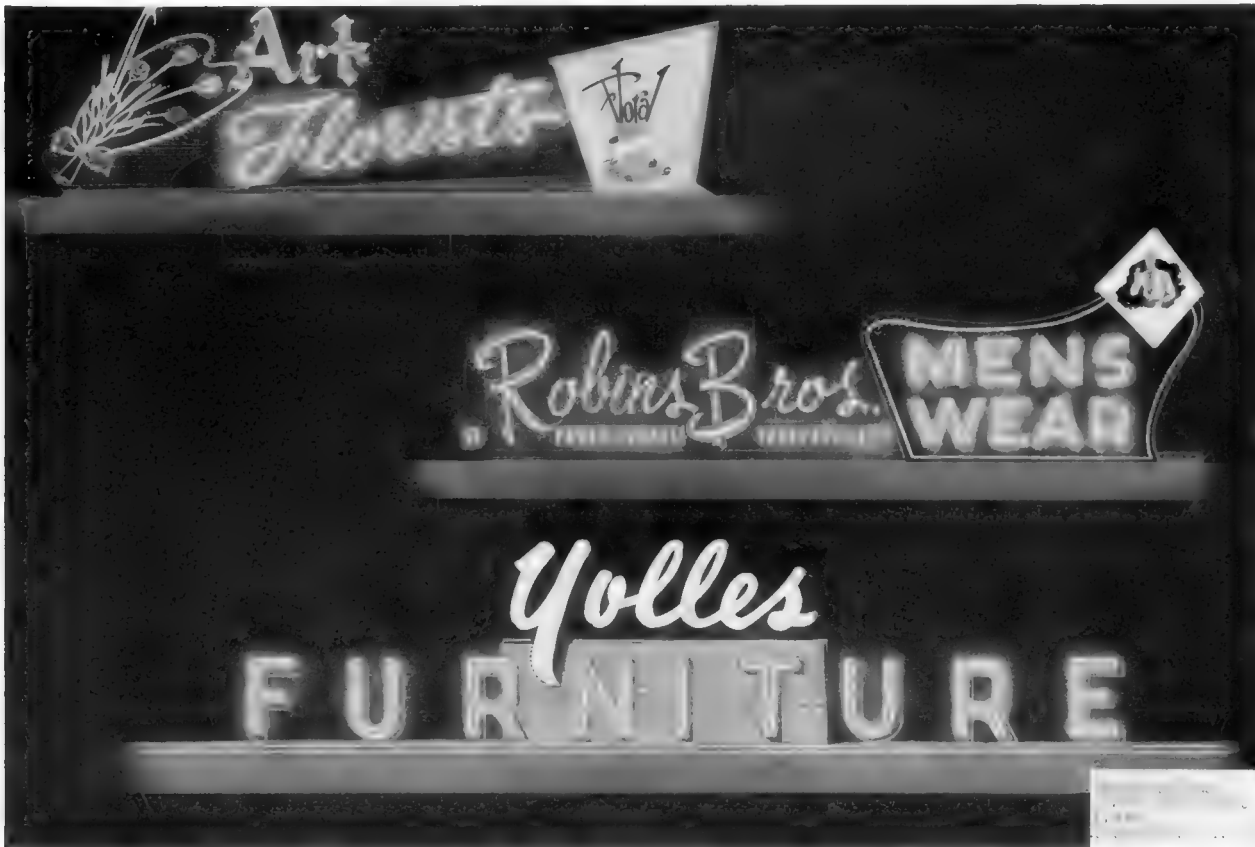










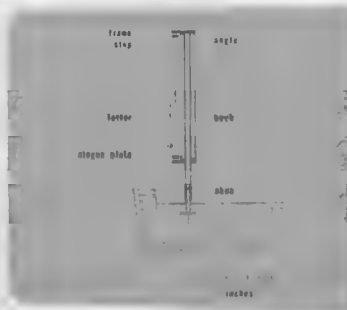








12<sup>th</sup> annual  
N. E. S. A.  
competition



simplicity of design and construction allows  
Maximum flexibility in sign use

signs give the distinction of a unity within  
shopping center without losing shop individuality

ease of installation attained due to similarity  
in sign affords added economy for owner

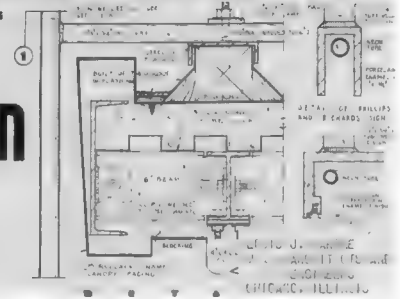
THE NESA ELECTRIC SIGN COMPANY  
CHICAGO, ILL.

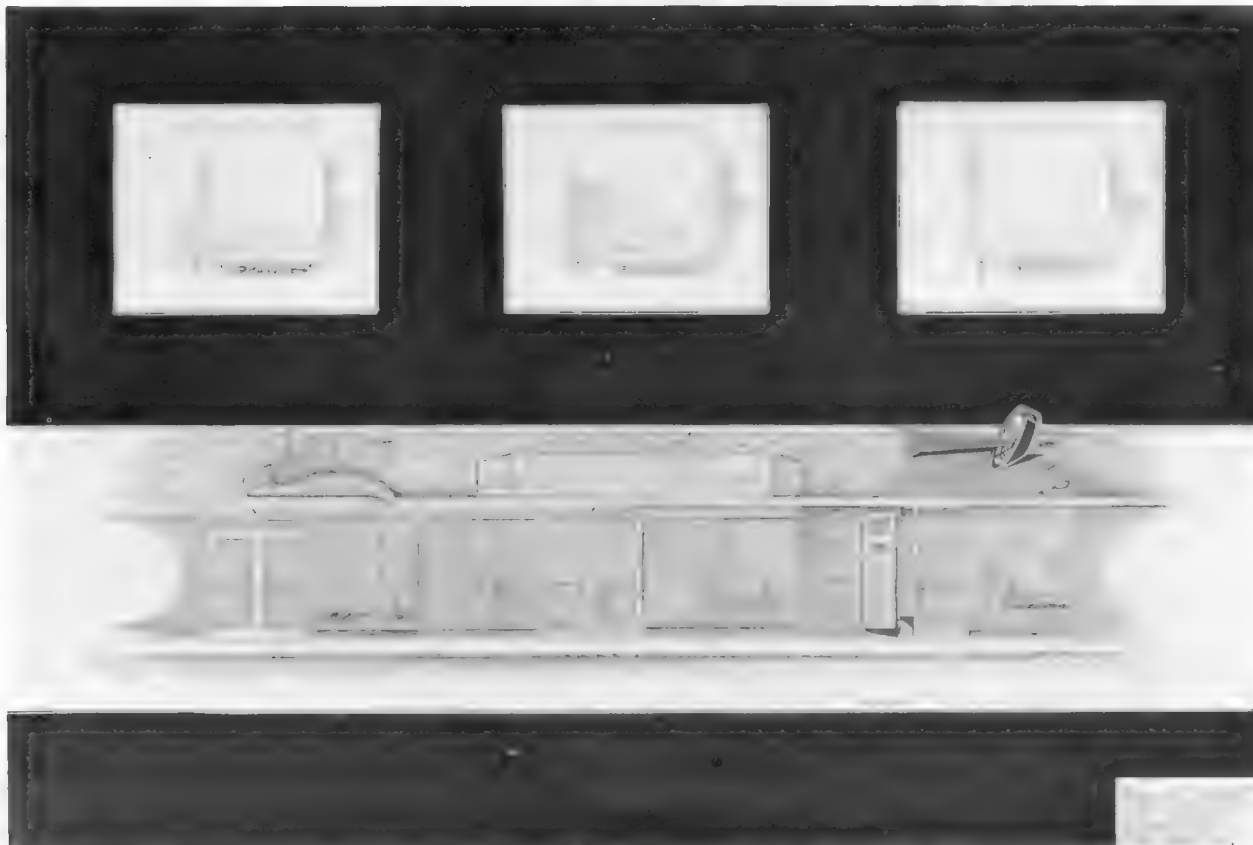




E L E V A T I O N   O F   S T O R E S

# 12<sup>TH</sup> ANNUAL ELECTRIC SIGN DESIGN COMPETITION

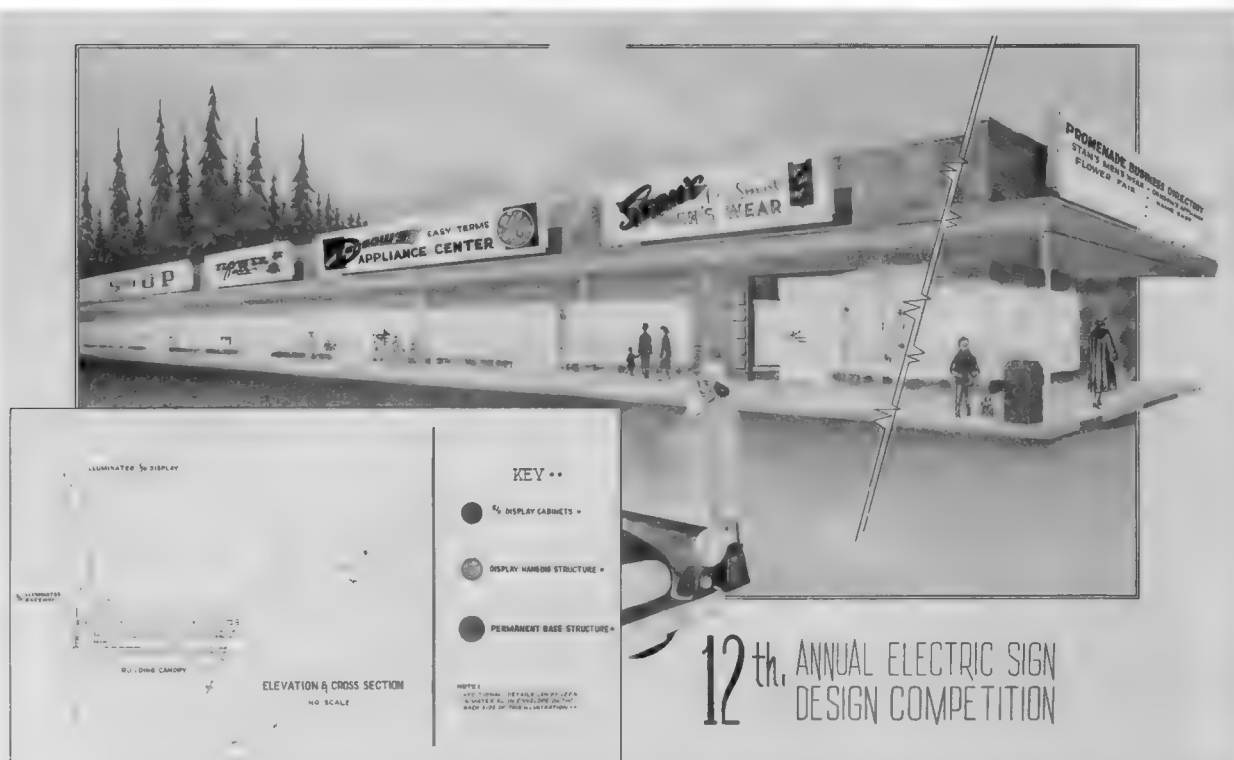






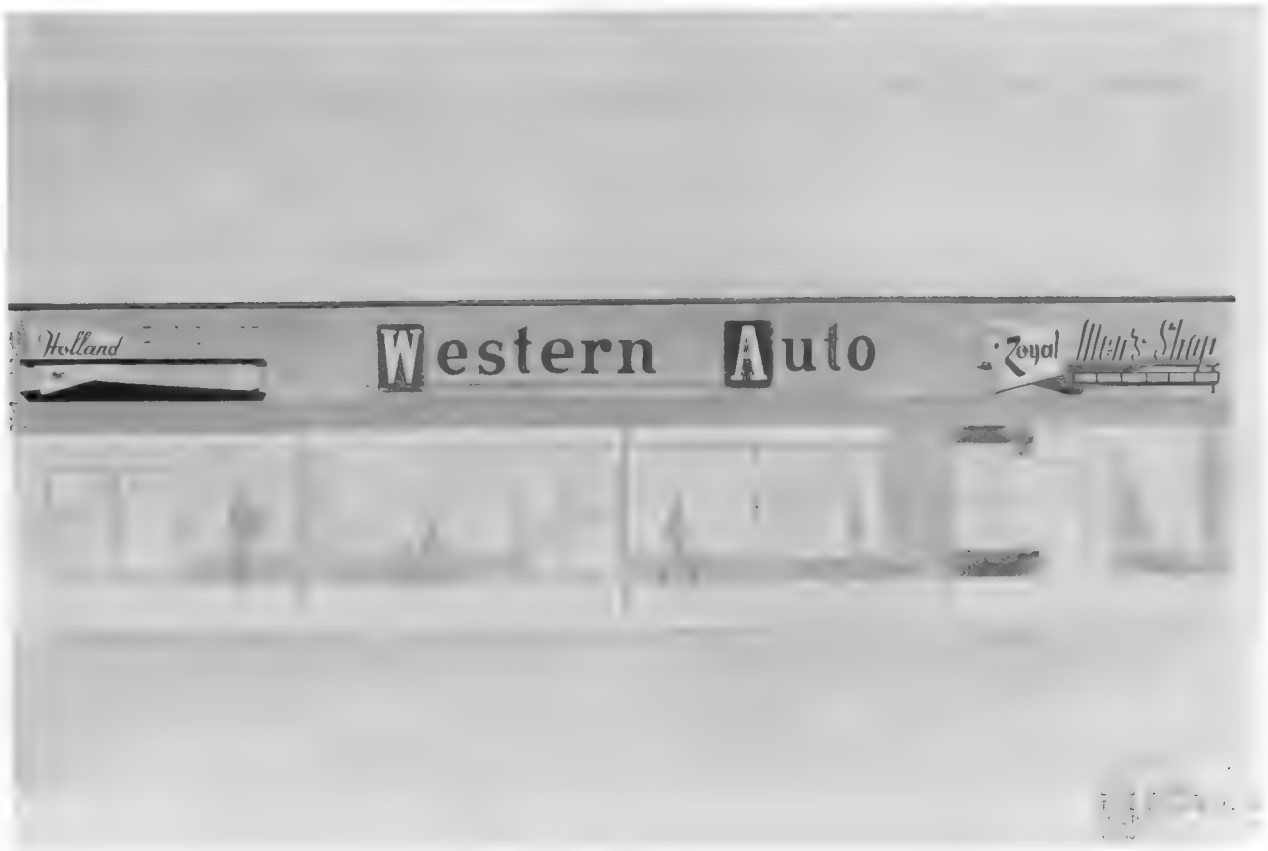


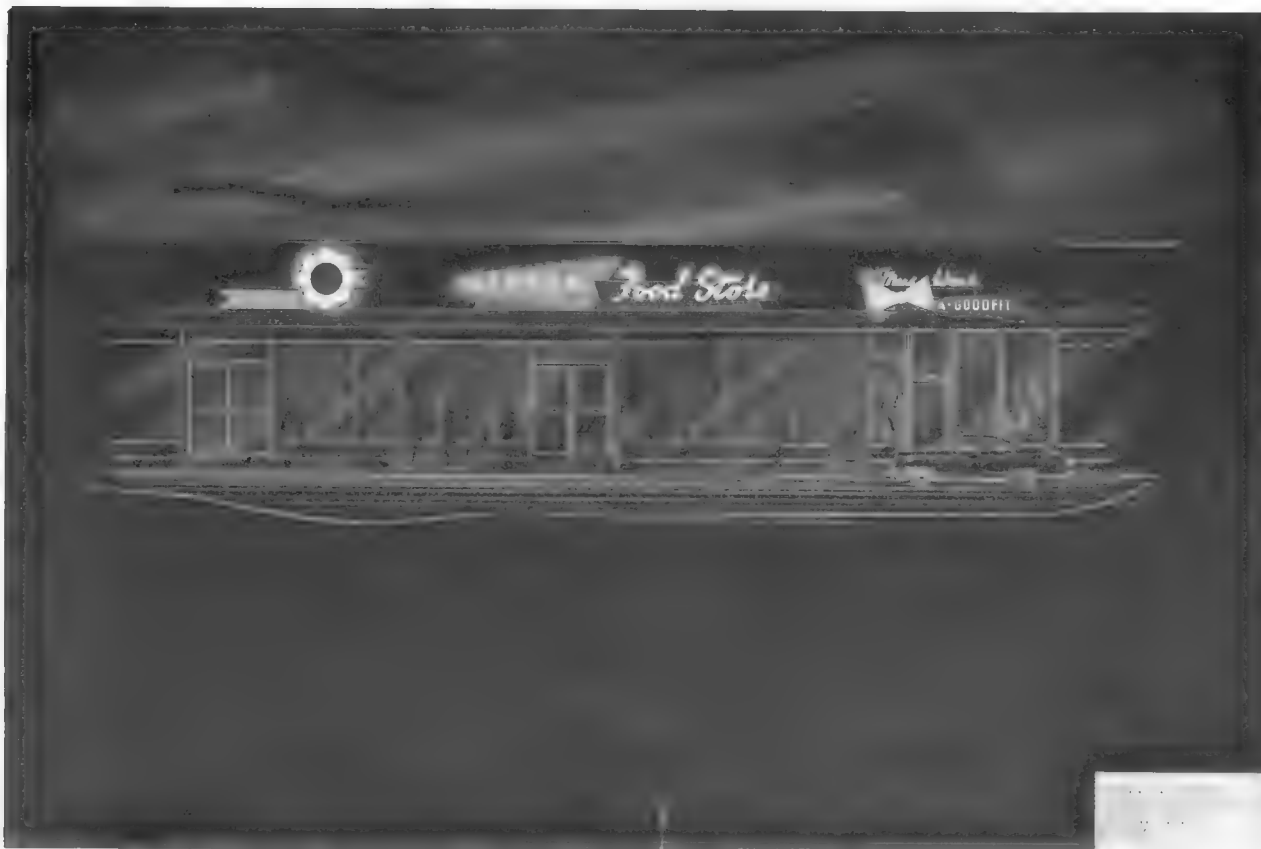


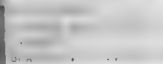
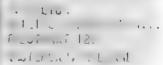


W. L. GILMAN WEBSTER  
4013 N. W. 40TH STREET  
SPRINGFIELD  
MASS.





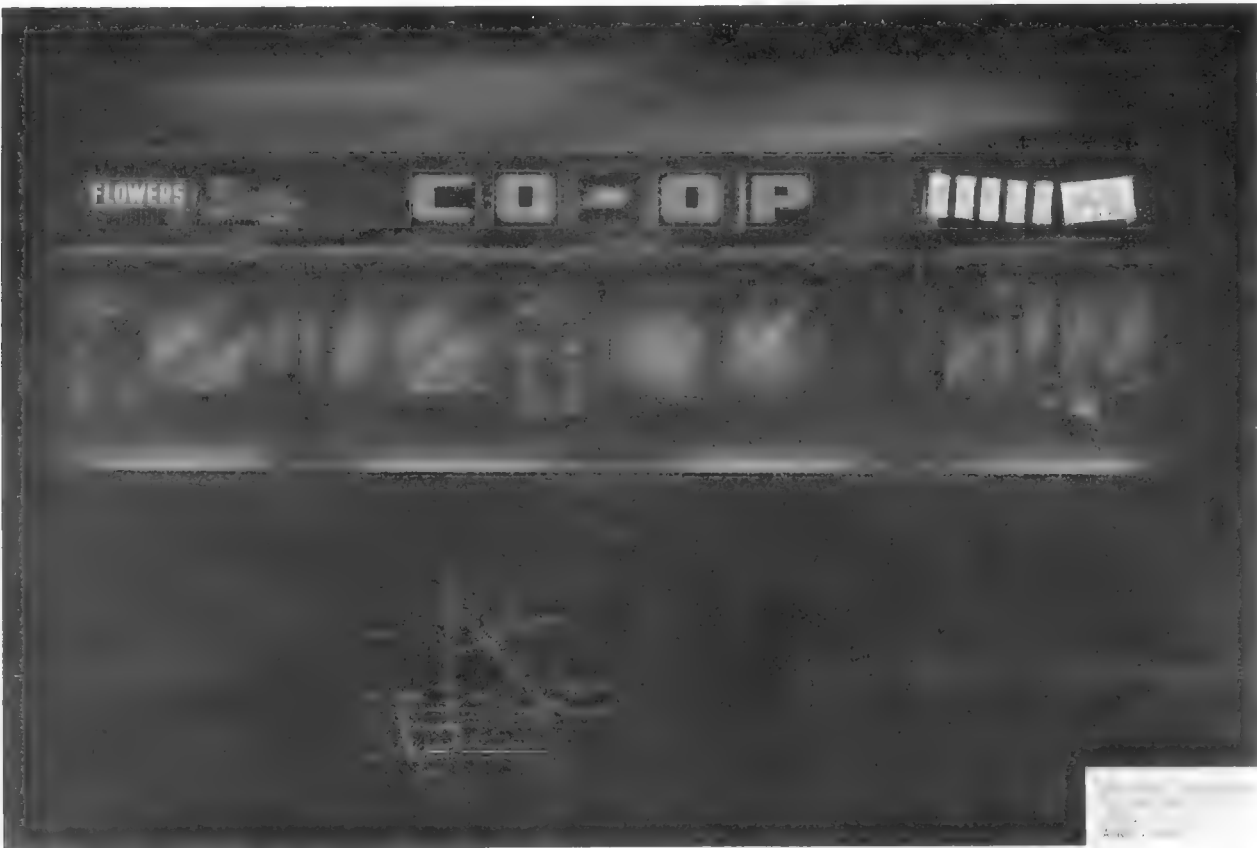






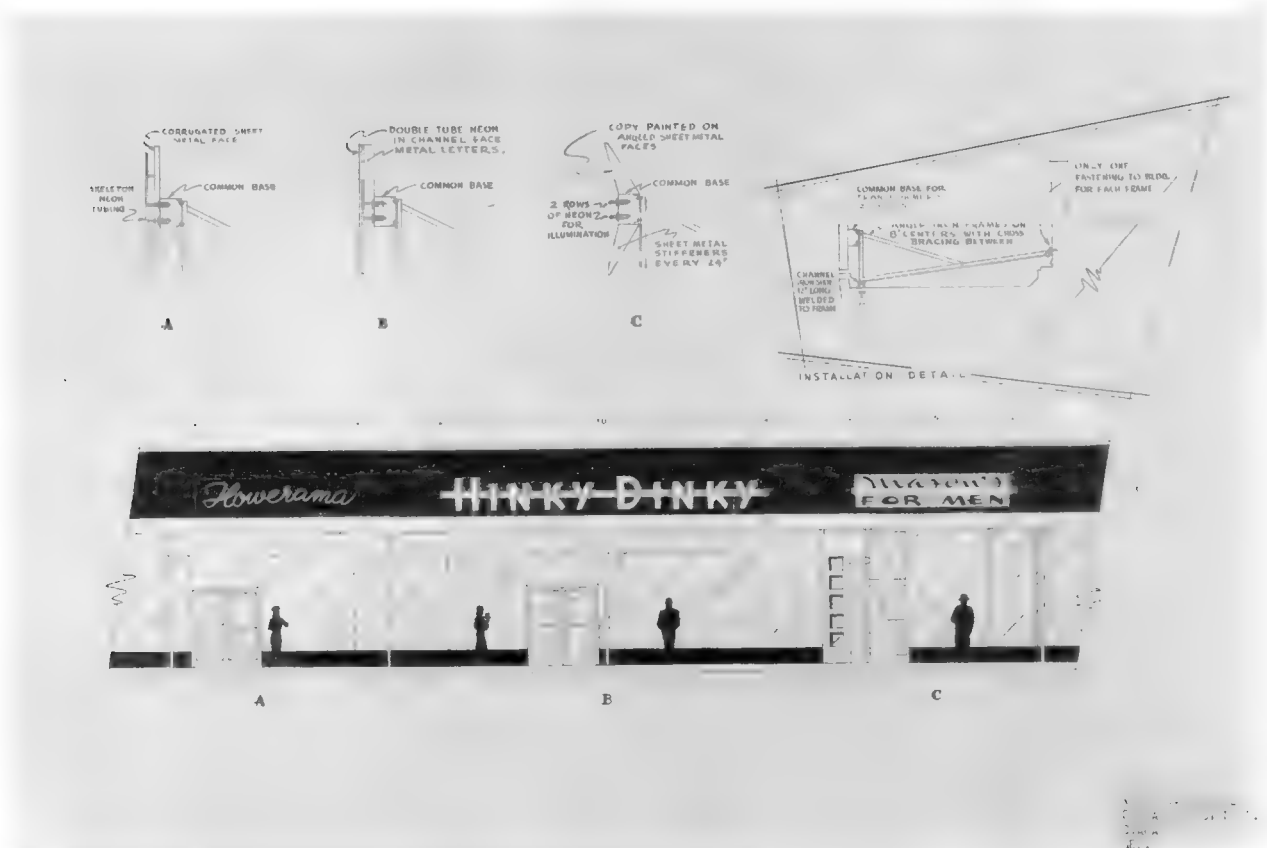
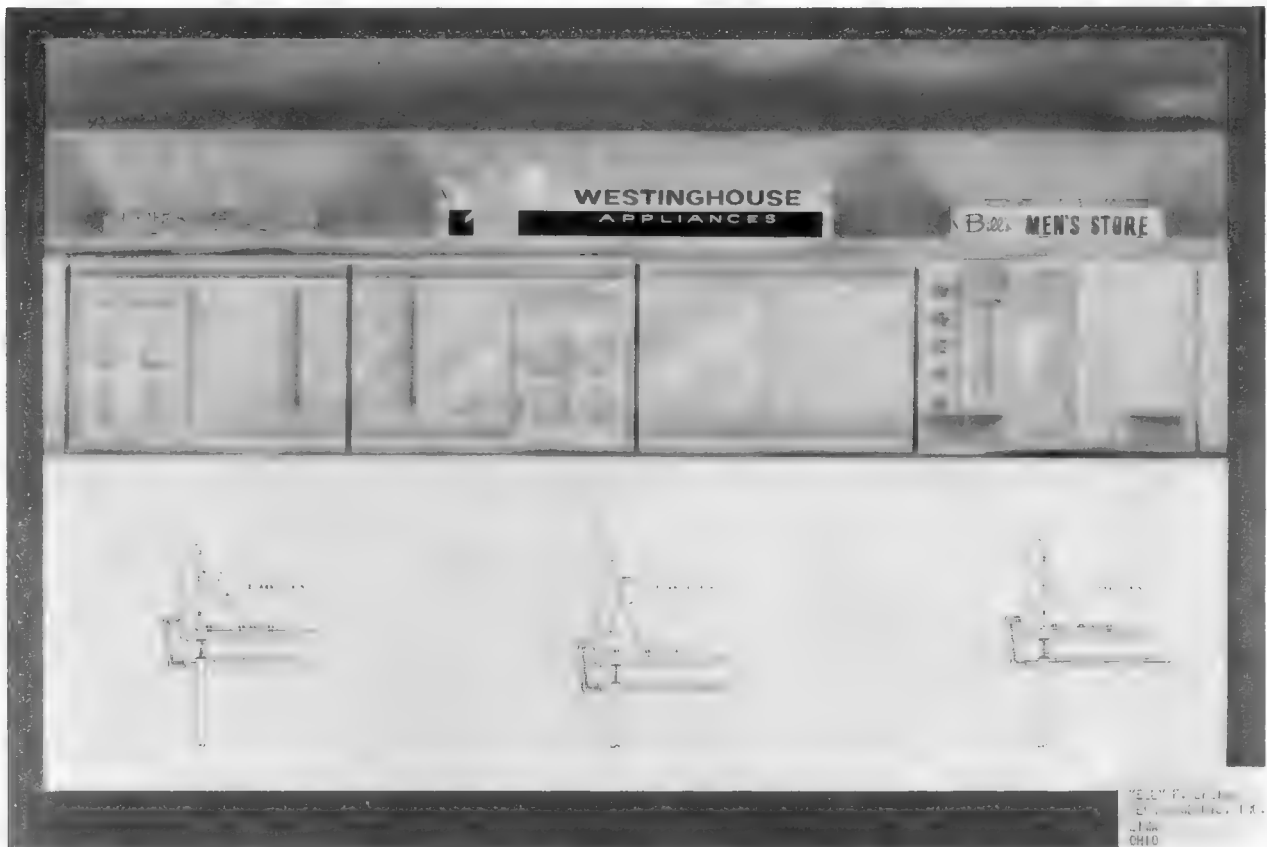










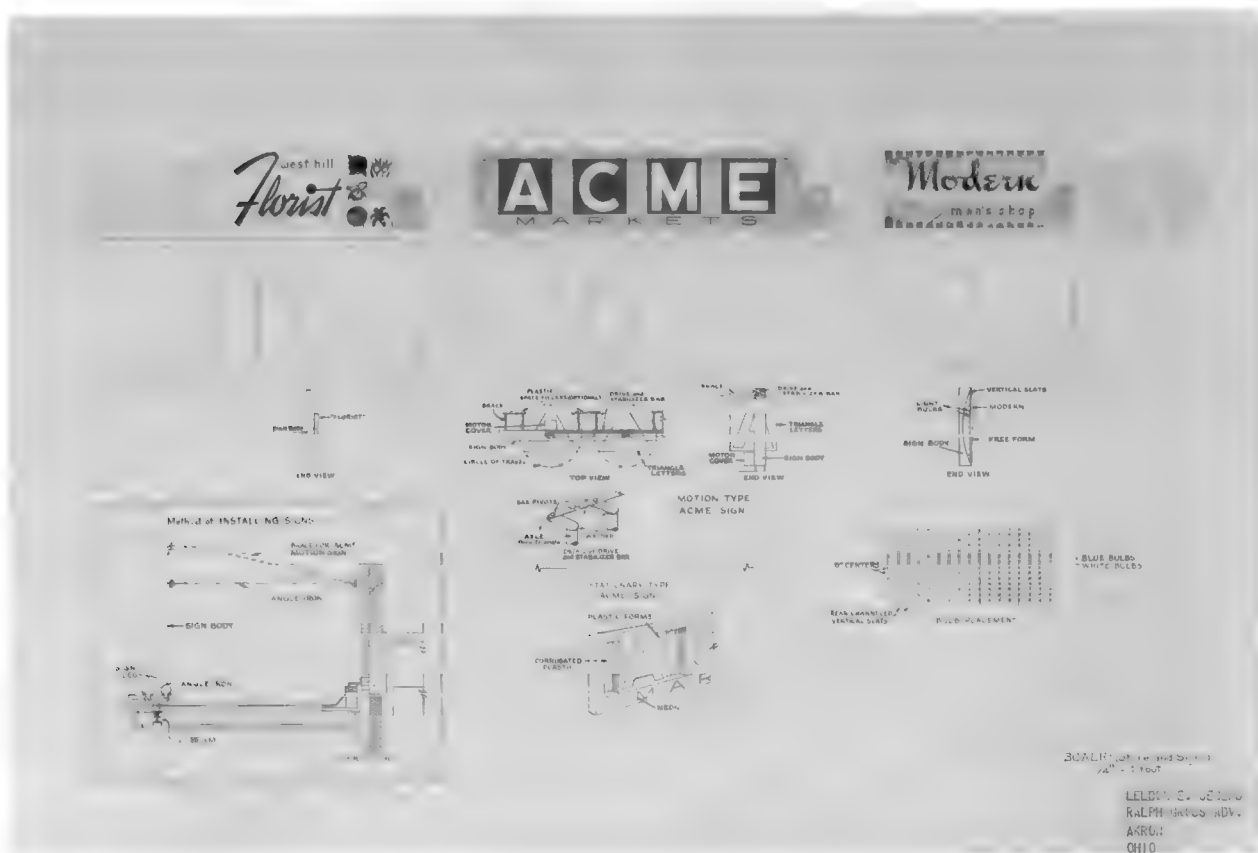




RAY L. HENNESSY  
 1000 N. 1st St.  
 St. Paul, Minn.  
 612-222-1111





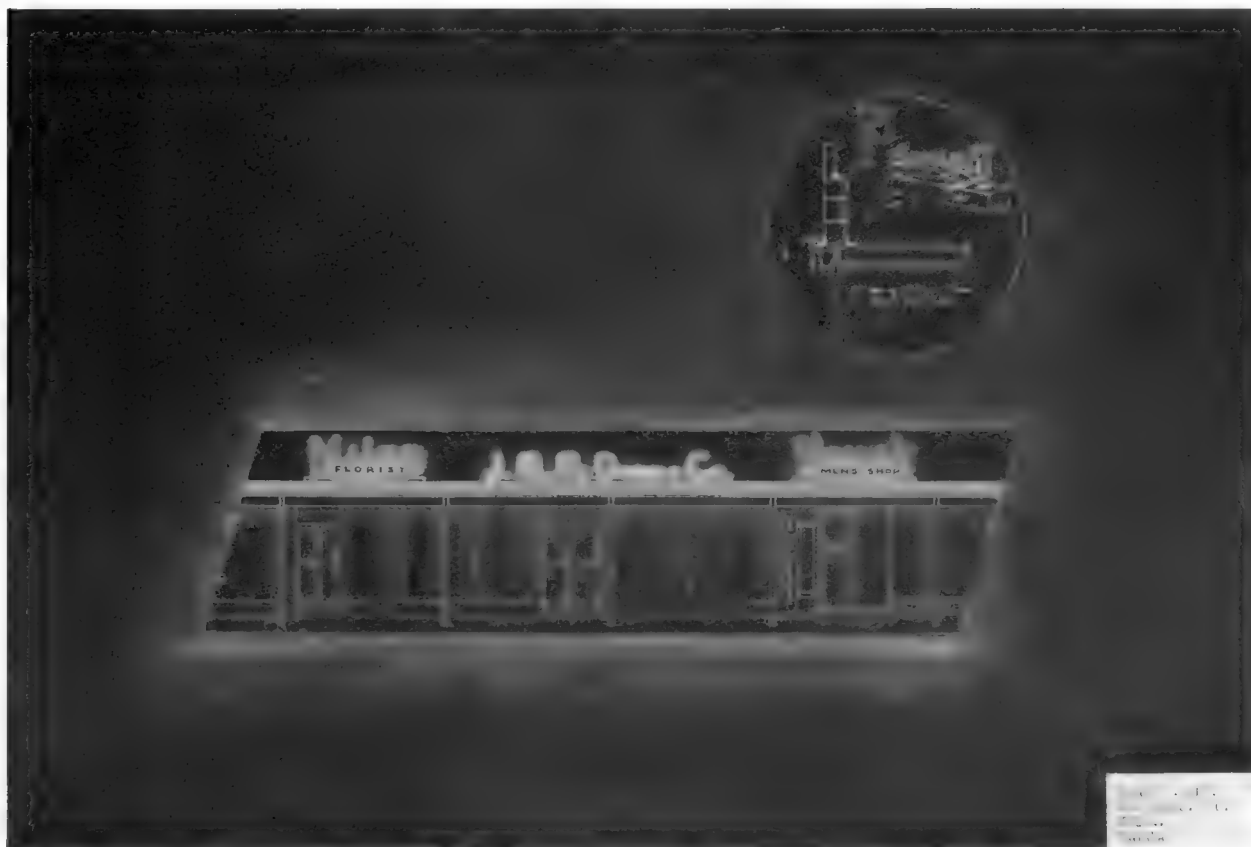






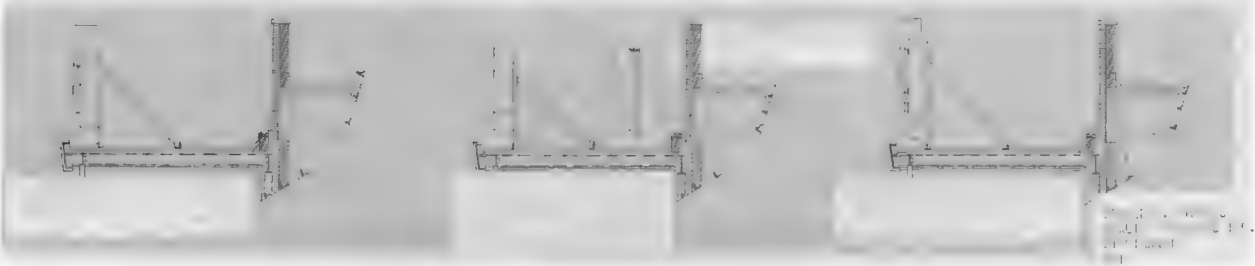


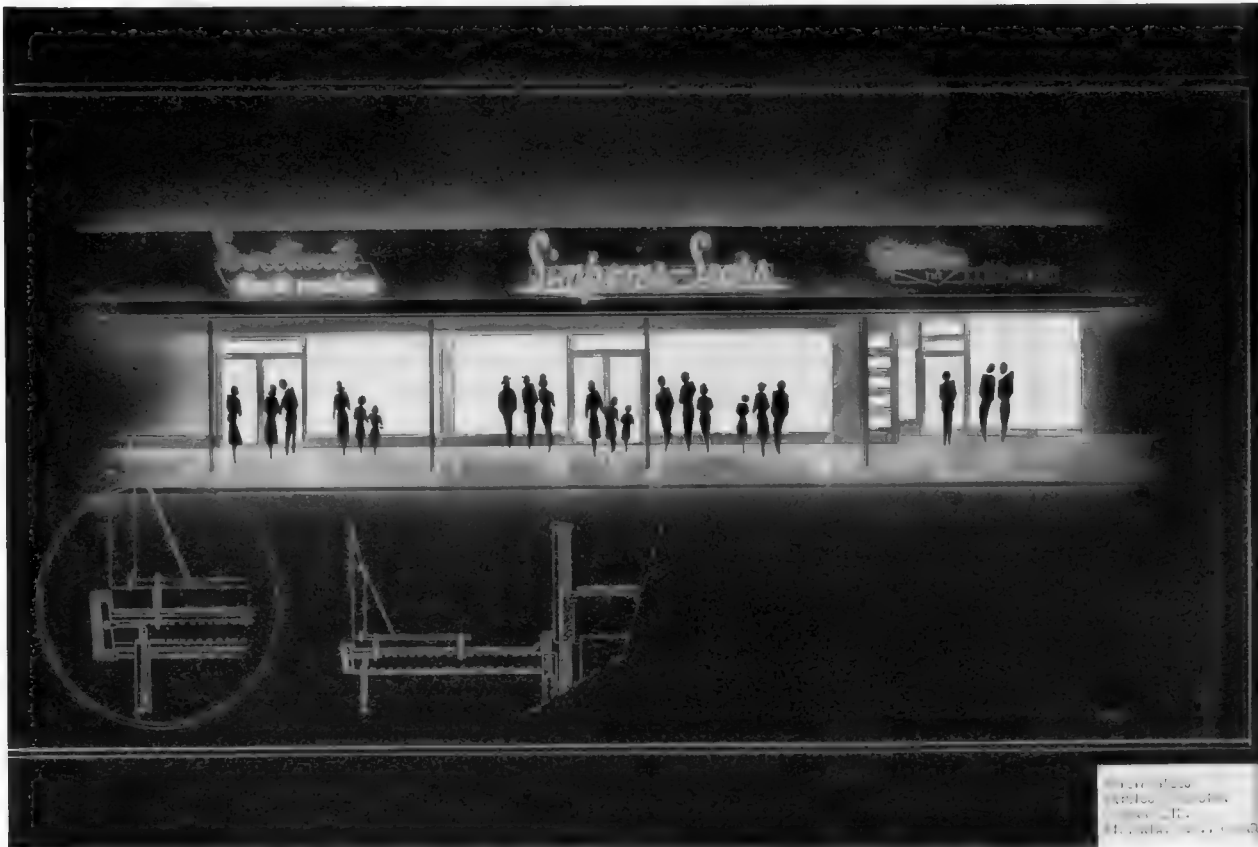






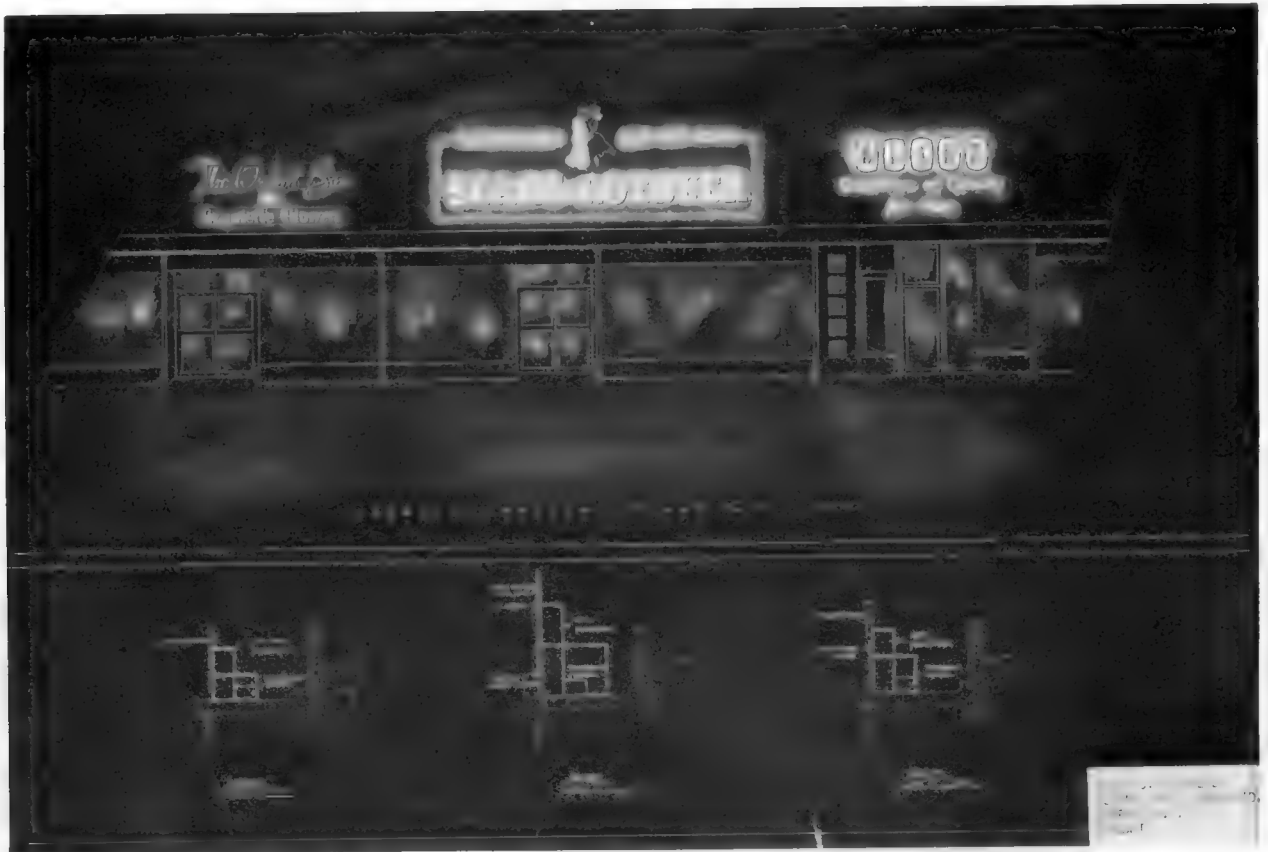




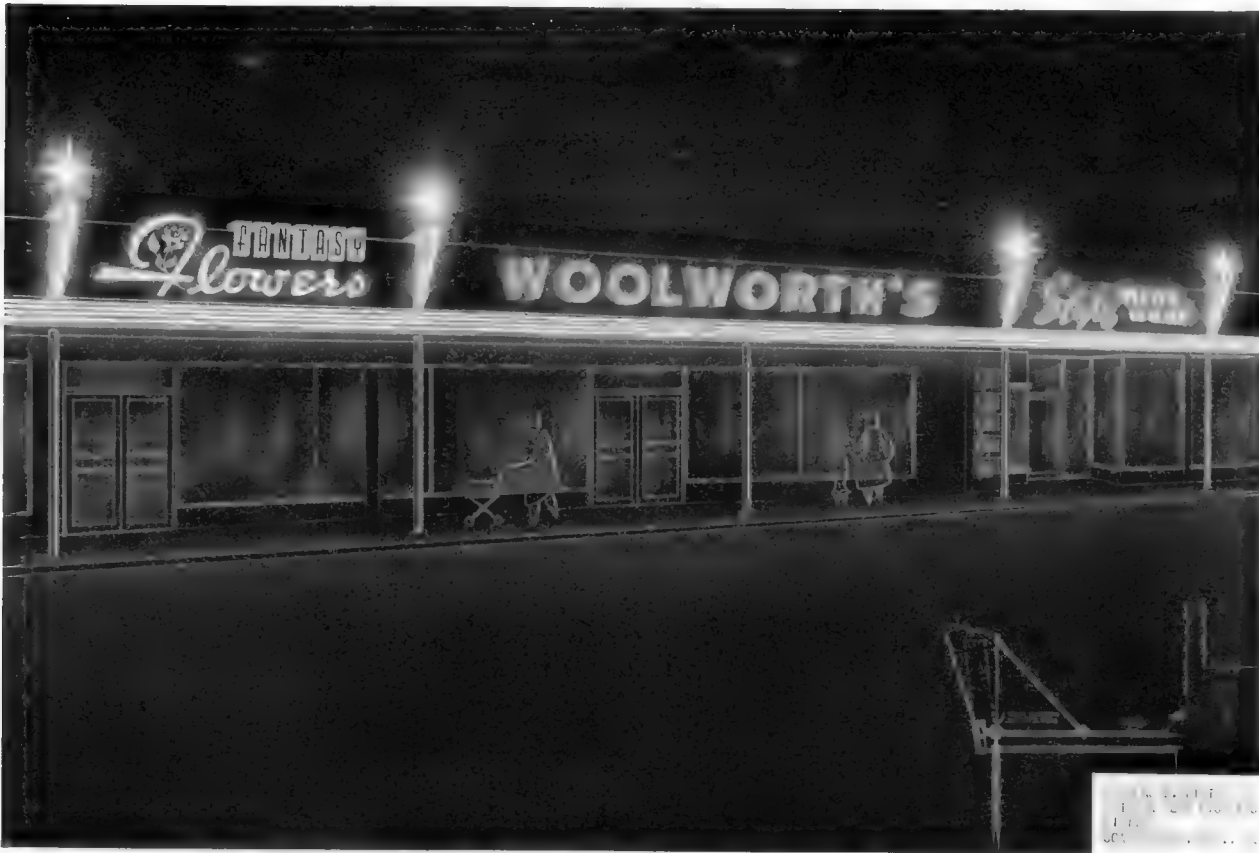






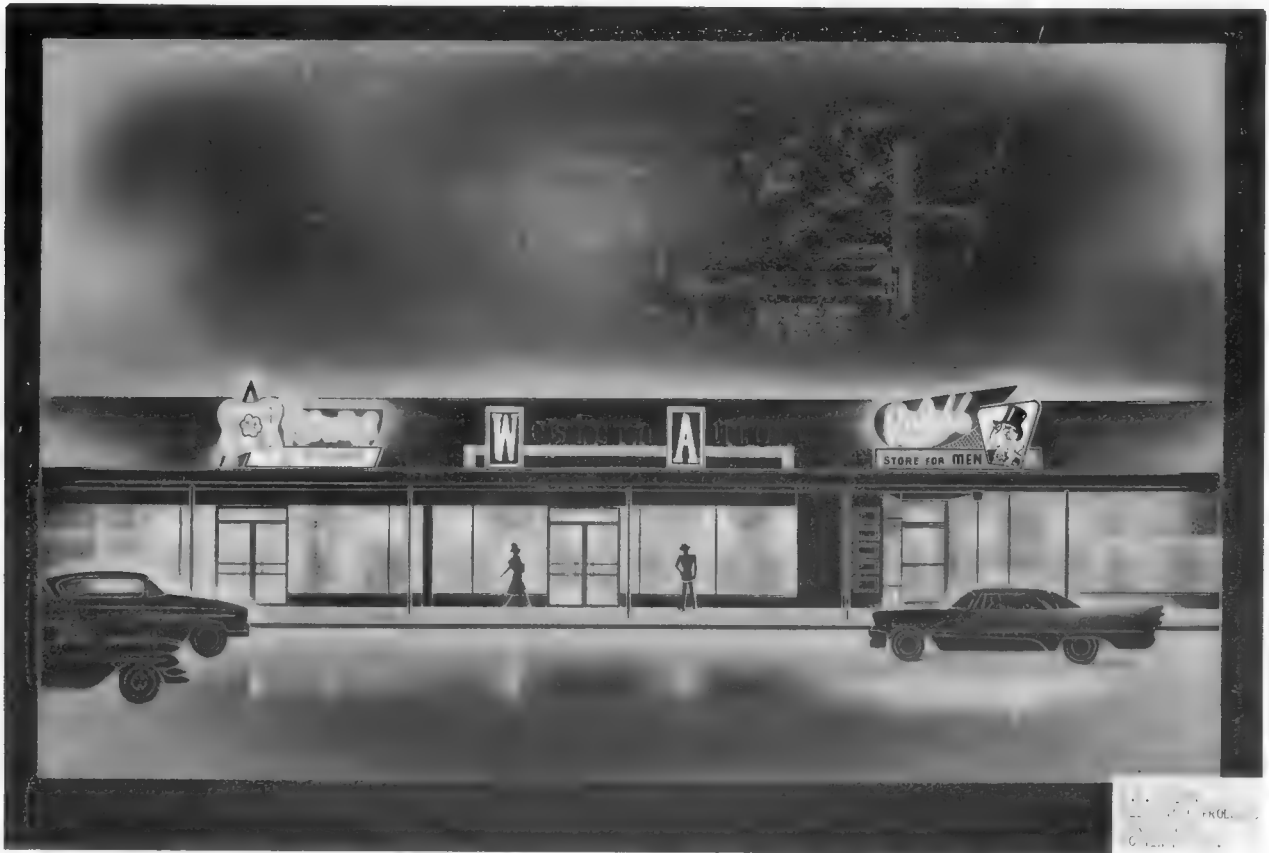


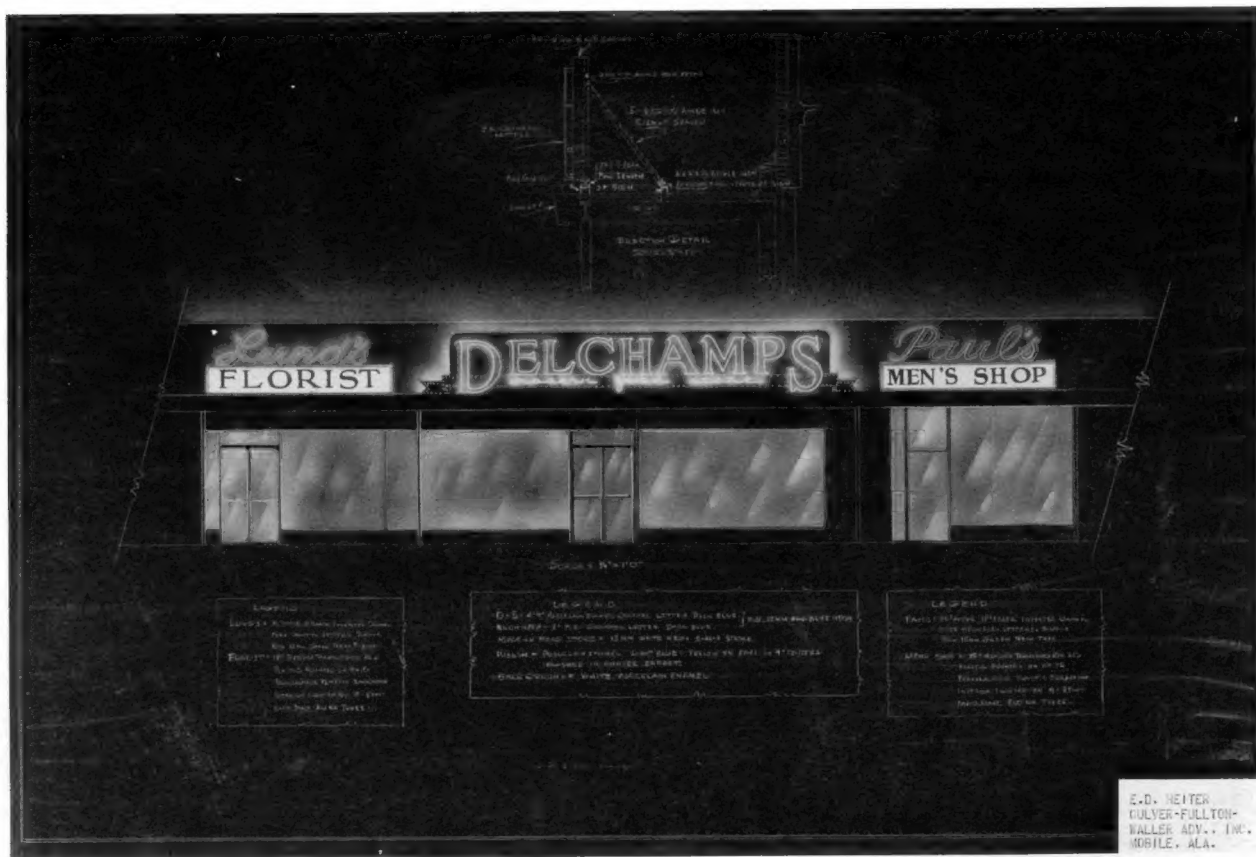




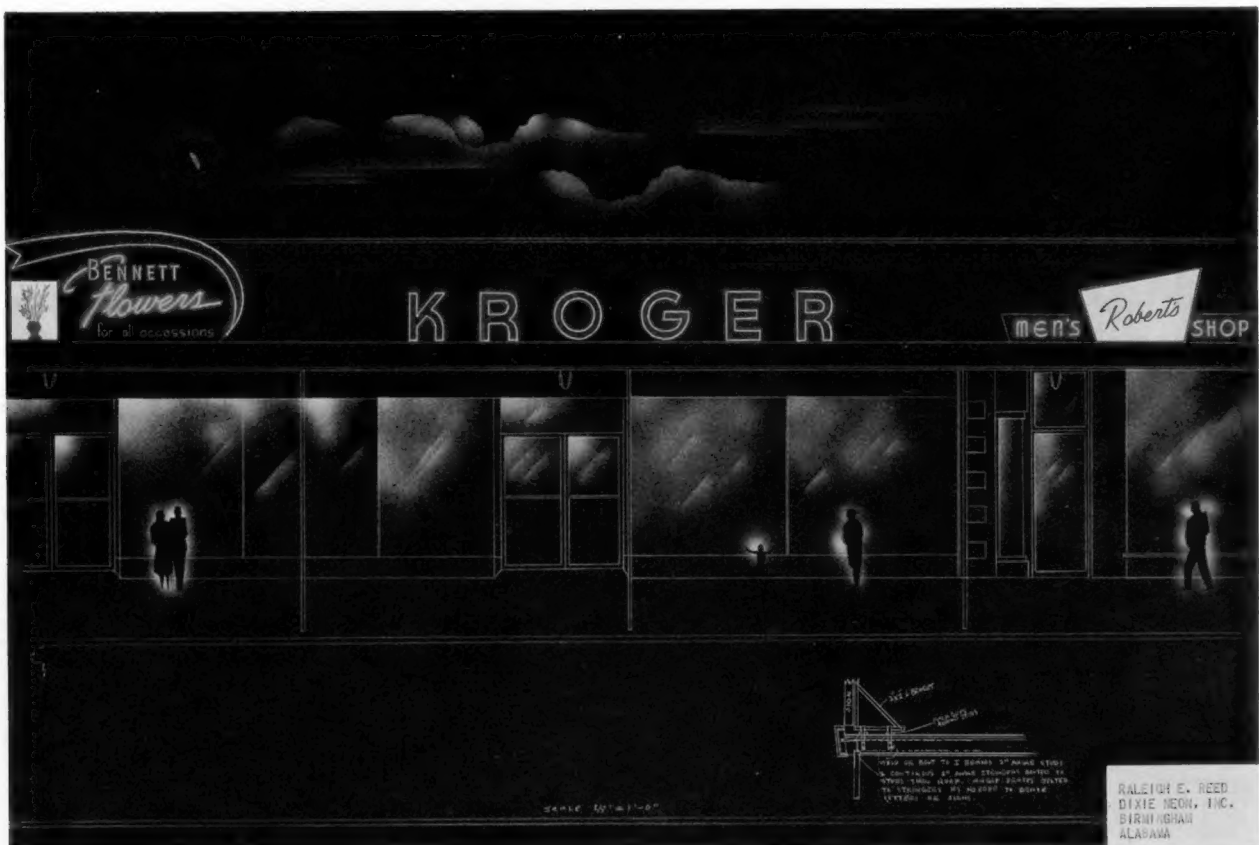
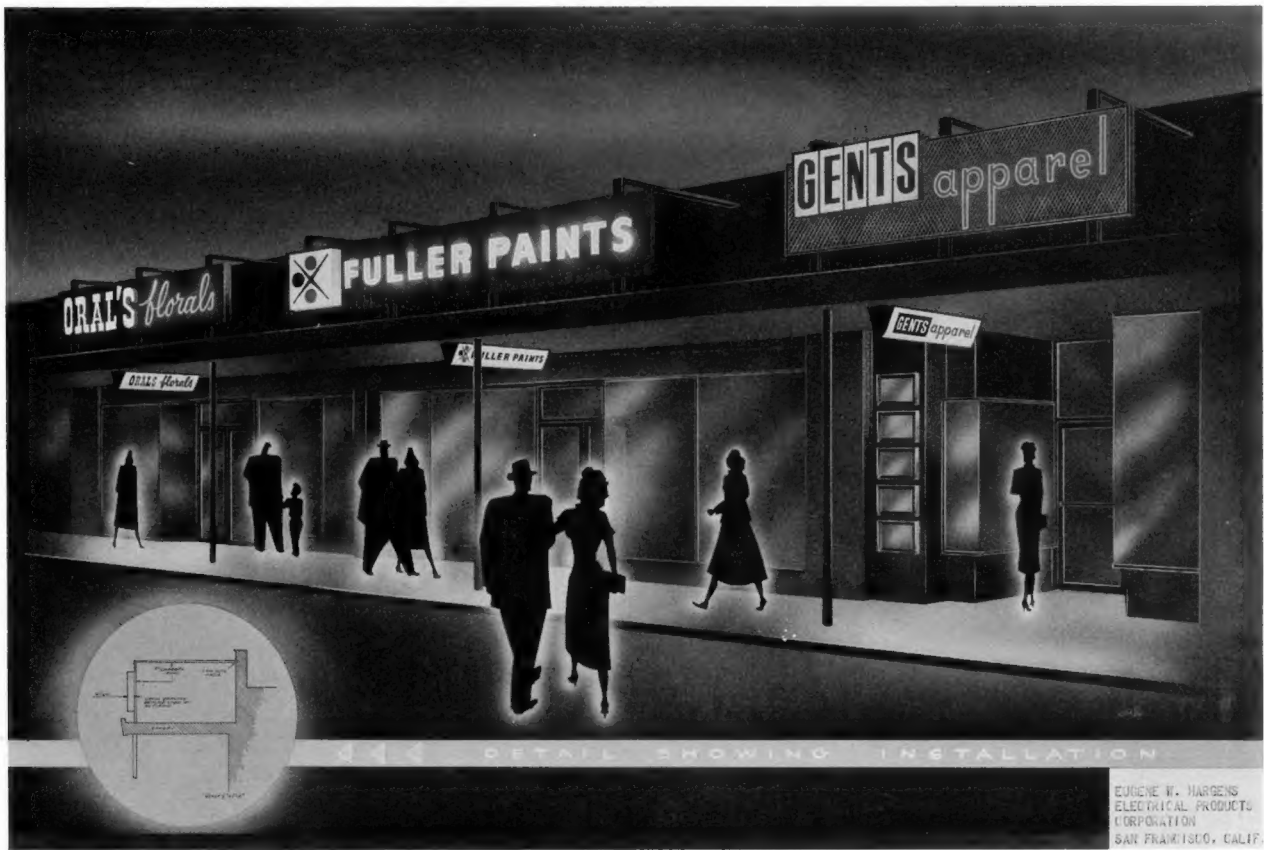




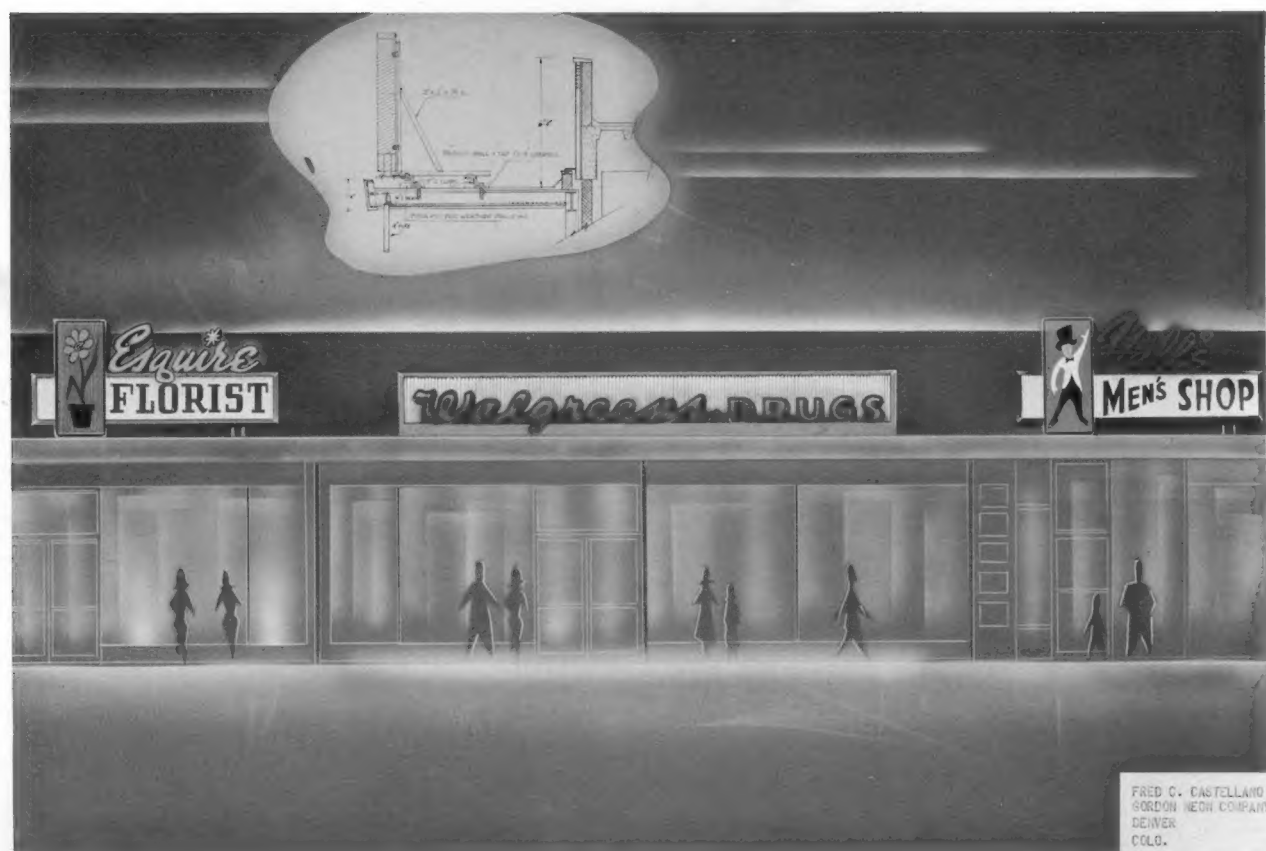


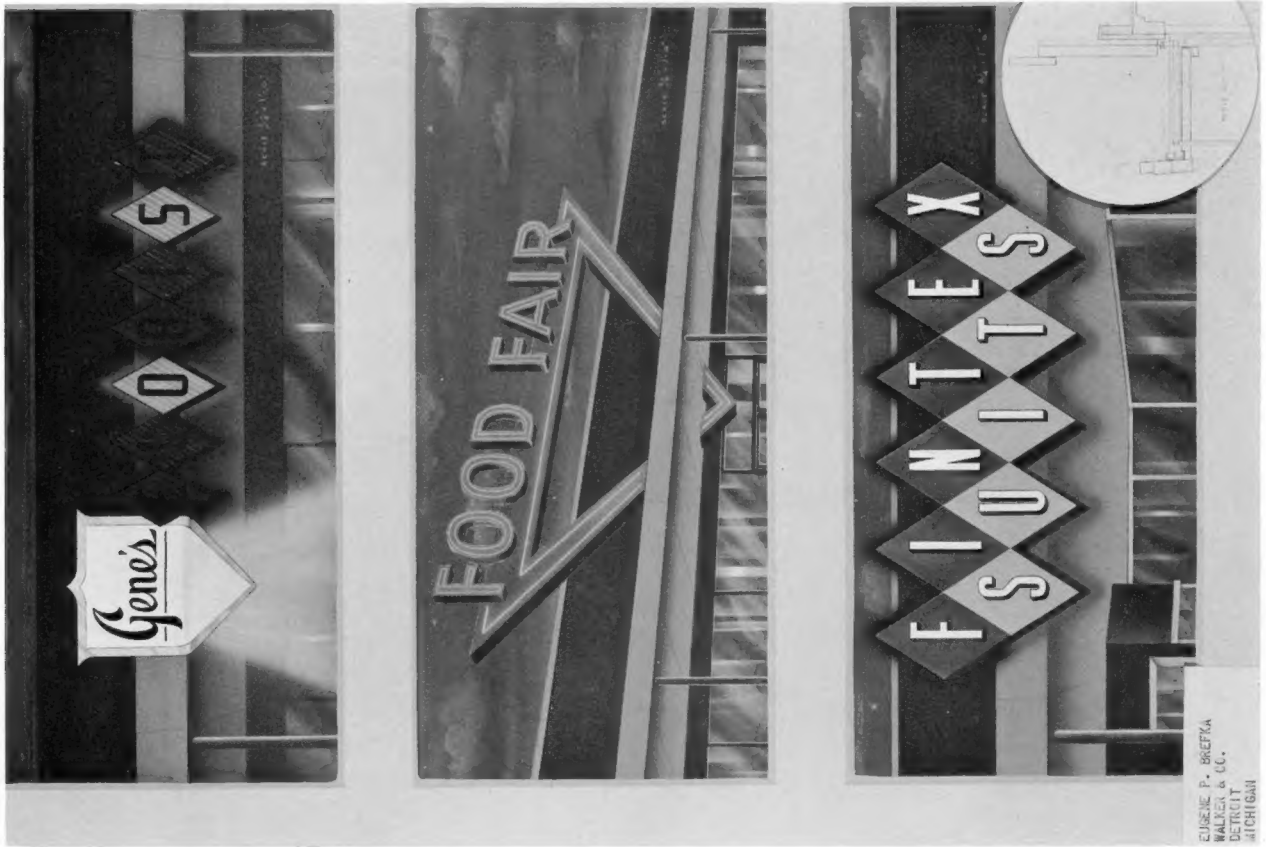




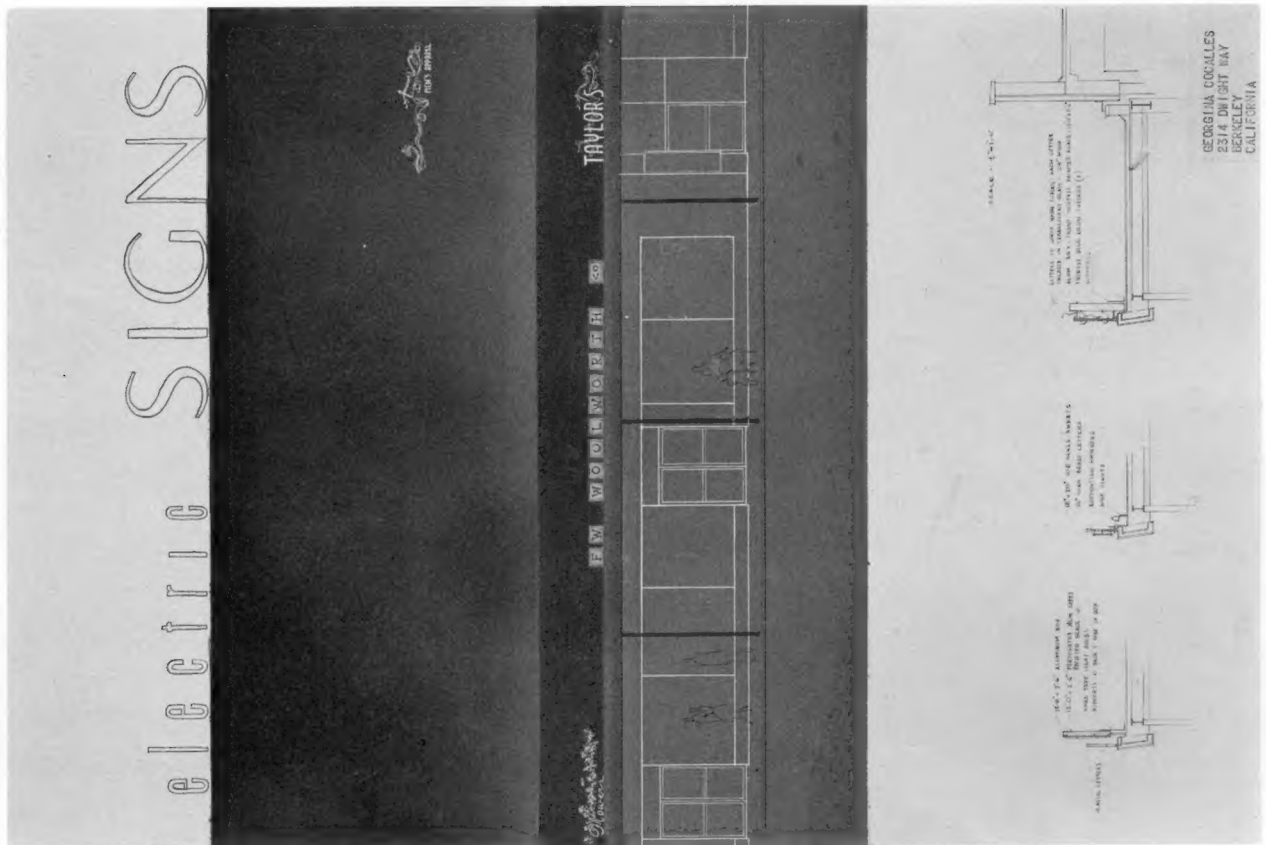








EUGENE P. BREPKA  
WALKER & CO.  
DETROIT  
MICHIGAN



GEORGINA COOLES  
2314 DUNSTON WAY  
BERKELEY  
CALIFORNIA